

**THE INFLUENCE OF HUMOR APPEAL ADVERTISING ON  
PURCHASE DECISION USING BRAND AWARENESS AS A  
MEDIATING VARIABLE**

**(Study in Djarum 76 Cigarette Advertising Video “Pengen kurus” Edition)**

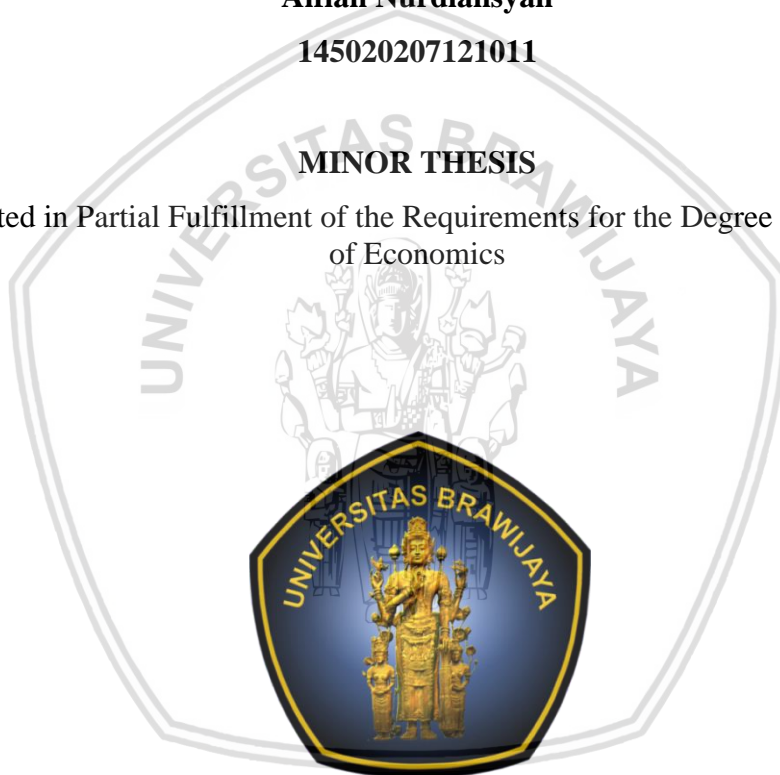
**Compiled By:**

**Alfian Nurdiansyah**

**145020207121011**

**MINOR THESIS**

Presented in Partial Fulfillment of the Requirements for the Degree of Bachelor  
of Economics



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MAJORING IN MARKETING MANAGEMENT  
FACULTY OF ECONOMICS AND BUSINESS  
UNIVERSITAS BRAWIJAYA  
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## APPROVAL PAGE

The Minor Thesis entitled:

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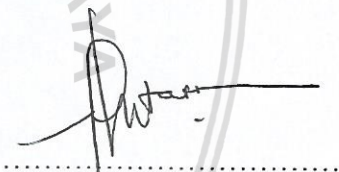
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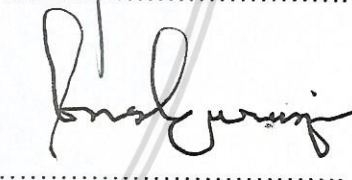
Name : Alfian Nurdiansyah  
NIM : 145020207121011  
Faculty : Economics and Business  
Major : Marketing Management

Has been evaluated and approved as a Minor Thesis, dated July 27<sup>th</sup>, 2018.

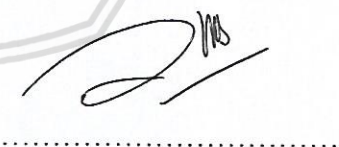
1. Dr. Mintarti Rahayu, SE, MS  
NIP. 19551014 198601 2 001  
(Minor Thesis Advisor)



2. Prof. Dr. Drs. Ubud Salim, M.A  
NIP. 19480810 197803 1 002  
(First Examiner)



3. Dimas Hendrawan, SE., MM  
NIP. 19820825 200812 1 003  
(Second Examiner)



Acknowledged By,

Head of Management Program



Dr. Siti Aisjah, SE, MS., CSRS., CFP.  
NIP. 19601111 198601 2 001





**STATEMENT LETTER OF ORIGINALITY**

I, the undersigned:

Name : Alfian Nurdiansyah  
Student ID : 145020207121011  
Departement : Management  
Faculty : Economics and Business  
Address : Jl. Tapak Doro No.11, Lowokwaru, Malang.

Hereby certify that I am the sole author of the *Undergraduate's* thesis under the title:

**“THE INFLUENCE OF HUMOR APPEAL ADVERTISING ON PURCHASE  
DECISION USING BRAND AWARENESS AS A MEDIATING VARIABLE  
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Malang, July 4<sup>th</sup> 2018

Author,



Alfian Nurdiansyah

NIM. 145020207121011

## CURRICULUM VITAE

Name : Alfian Nurdiansyah  
 Place & Date of Birth : Sragen, 30 April 1997  
 Gender : Male  
 Marital Status : Single  
 Nationality : Indonesian  
 Home Address : Platuk RT12/RW5 Peleman, Gemolong, Sragen  
 Address in Malang : Jl. Tapak Doro No.11 Lowokwaru, Malang  
 Phone : 081229324046  
 E-mail : fiannsyah11@outlook.com

### Skills

Language	Bahasa Indonesia (Native), English (Intermediate)
IT	Ms. Word, Ms. Excel, Ms. Power Point, Adobe Photoshop, Adobe Illustrator, Adobe InDesign

### Formal Education

Year	Educational History	Level
2014 - 2018	Universitas Brawijaya	Undergraduate
2011 - 2014	SMAN Sragen Bilingual Boarding School	High School

### Work Experience

Year	Workplace	Position
Sep 2016 – Present	Data Kita	Administrator

### Organization & Organizing Committee Experiences

Year	Organization / Event	Position
2017	LPM Indikator	General Leader
2017	Indonesia Cultural Night	Head of Multimedia
2017	Management Edutainment	Head of Multimedia
2015	Perhimpunan Pers Mahasiswa Indonesia	Research & Development Staff
2015	LPM Indikator	General & Administration Staff



**Pengaruh *Humor Appeal Advertising* terhadap *Purchase Decision* dengan *Brand Awareness* sebagai Variabel Mediasi. (Studi dalam video iklan rokok Djarum 76 edisi “Pengen Kurus”)**

**Oleh**

Alfian Nurdiansyah

**Dosen Pembimbing**

Dr. Mintarti Rahayu, SE, MS

**ABSTRAK**

Pentingnya sebuah iklan di era global mewajibkan pemasar untuk menciptakan promosi yang kreatif, efektif, dan efisien. Penelitian ini bertujuan untuk mengetahui bagaimana pengaruh daya tarik iklan humor terhadap keputusan pembelian dengan kesadaran merek sebagai variabel yang melakukan mediasi. Studi dalam video iklan rokok Djarum 76 edisi “Pengen Kurus”. Jenis penelitian yang dilakukan adalah *explanatory research* dengan metode survei. Sampel berjumlah 150 responden dengan teknik pengamilan sampel *purposive sampling*. Metode analisis menggunakan PLS SEM. Data tersebut adalah tanggapan dari 150 responden sampel yang merupakan perokok aktif yang telah berumur 18 tahun atau keatas dan telah menonton video iklan rokok Djarum 76 edisi “Pengen Kurus”. Hasil dari penelitian ini menunjukkan terdapat pengaruh yang tidak signifikan antara *humor appeal advertising* dengan *purchase decision*. Namun selain itu, terdapat pengaruh signifikan antara *humor appeal advertising* dengan *brand awareness* dan *brand awareness* dengan *purchase decision*. Hipotesa keempat *brand awareness* memiliki pengaruh yang positif dan signifikan atau bisa menjadi pihak mediasi antara variabel *sex appeal advertising* dengan *purchase decision*. Hasil dari penelitian ini harus menjadi perhatian khusus bagi para pemasar bahwa iklan yang menarik tidak selalu mendorong konsumen untuk membeli produk.

**Kata kunci:** *humor appeal advertising, purchase decision, brand awareness.*

**The Influence of Humor Appeal Advertising on Purchase Decision Using Brand Awareness as a Mediating Variable (Study in Djarum 76 Cigarette Advertising Video “Pengen kurus” Edition)**

**By**

Alfian Nurdiansyah

**Advisor Lecturer**

Dr. Mintarti Rahayu, SE, MS

**Abstract**

The importance of an advertisement in the globalized era obliges marketers to create a creative, effective, and efficient promotion. This study aims to find out how influence of humor appeal advertising to purchase decision with brand awareness as a mediating variabel. Study in Djarum 76 cigarette video advertisement “Pengen Kurus” edition. This study employes an explanatory design using a survey method. The data are the responses of 150 sample respondents who are 18 years old or above, active smokers and have watched the Djarum 76 cigarette advertisement video “Pengen Kurus” edition. Using a purposive sampling, the data are analyzed with PLS SEM. Thus, the result of this study indicates that there was no significant influence of humor appeal advertising on purchase decision, but there was significant influence from humor appeal advertising on brand awareness of the customer and from brand awareness on purchase decision. Also the brand awareness has significant role in the mediation of the influence of humor appeal advertising to purchase decision. There result should be a special attention for marketers that attractive advertising does not necessarily encourage consumers to buy products.

**Keywords:** *humor appeal advertising, purchase decision, brand awareness.*



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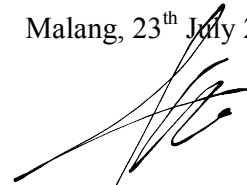
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The writer is fully aware that this minor thesis is far from perfect. Therefore, criticism and suggestions are highly appreciated for the perfection of writing in the future. Hopefully this minor thesis is useful for many parties. Amin

Malang, 23<sup>th</sup> July 2018



Alfian Nurdiansyah  
(145020207121011)



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## CHAPTER I

### INTRODUCTION

#### 1.1. Background

The contribution of advertising in the business world is unquestionable. Advertising is one of the components of the promotional mix (in addition to personal sales) that is commonly used by marketers to direct persuasive communication to target buyers and communities. Through this advertising, marketers are trying to build awareness, forming perceptions to arouse consumer's intention to buy a product or brand. Advertising comes from classical latin word "Advertere" that means to turn towards. Based on William Stanton (2000), Advertising consists of all activities involved in presenting to a group a non-personal, oral or visual, openly sponsored identified message regarding a product, service, or idea. The message, called an advertisement, is disseminated through one or more media and is paid for by the identified sponsor.

Trend in the use of advertising as a medium of marketing communication itself in Indonesia continues to increase along with the development of advertising channels. Advertisement spending growth shows a positive trend year after year. Total advertising spent in 2017 increased by 8% from the previous year with a value of 145Trillion IDR. Television still dominates the portion of advertising spending by 80% of total expenditure which grew by 12% compared to the previous year. (Lubis, 2018)

While the portion of advertising spending in print media showed a decline trend in line with the reduced print media that operate. In terms of product category in 2017, advertising expenditure in the Personal Care category is the largest reaching 24.9 Trillion IDR, followed by Beverage category with total advertising expenditure of 21, 6 Trillion IDR, and Food category with total advertising expenditure R19,1 Trillion IDR. On the other hand, Cigarette sector has decreased by 17% so that the value of advertising expenditure reached 5.4 Trillion IDR.

Given the tight competition of the advertising world in Indonesia, there are many ways that marketers have taken to capture the attention and thought of consumers aggregated information related to the product so that they can be well received including the use of humor methods. Duncan and Nelson (1986) in Chung and Zhao (2003) suggested that ad execution with a humorous approach proves to be more effective to attract attention and more memorable. Humor ads are also proven to improve consumers' positive attitude toward the existence of a brand. Various studies also show that humor is suitable for products that are not durable and have a low risk level. In addition, compared to other media alternatives, humor is more suitable for use on TV and radio (Tjiptono, Chandra, and Adriana, 2008: 534).

The communication of advertising messages using a humor approach has been used almost 30% of the total world advertising (Clow and Baack, 2002, in Olsson and Larsson, 2005: 4). Most executives from various advertising agencies even believe that humor can improve the effectiveness of an advertisement (Madden and Weinberger, 1984: 25). The effectiveness of the



use of ad humor will even increase when the message of humor is directly linked to the superiority of a product or brand, a benefit to consumers when consuming a product or brand, as well as personal values of the means-ends chain (Clow and Baack, 2002, in Olsson and Larsson, 2005: 4). Consequently, humor is an effective tactic is based on three factors. Humor causes consumers to: (1) watch, (2) laugh and most importantly (3) remember. In recall test, consumers most often remember humorous advertisements. To be successful, the humor should be connected directly to the product's benefits.

Whether it is a humor method or some other way of advertising, some goal the marketer wants to achieve is to provide brand awareness. Judging from the notion according to Aaker quoted from Chi et al., (2009), it is explained that brand awareness is ability when consumers can remember a brand under certain conditions. Brand awareness has some parts of one brand recall. Brand recall itself is defined when consumers in the condition of viewing product categories, they can remember the brand name exactly, and continued on the identification when consumers get the brand stimulus. So basically consumers in certain conditions can remember and tell a brand properly when viewing or hearing it. Then added by Baren G, et al in Tulasi (2012), it is explained that the level of consumer awareness on a brand starts from knowing the brand itself as a basic awareness and remembering the brand as a deeper awareness of an educational institution. With the various benefits gained by the company, when brand awareness is already invested to prospective customers it is no wonder that every element in the product advertisement is inserted by a unique methods to attract sympathy even empathetic consumers.

After discussing ways to get awareness from the consumer which is done by using the humor method the last possibility to be achieved is whether the consumer wants to buy the product or not. The most undesirable thing is that ads with the humor method just eliminate the main information that will be given to consumers like the question given by Steadman (1969). The method is considered not effective if the customer is only on the side of awareness without making a purchase decision. Judging from the understanding according to Schiffman and Kanuk (2007), purchase decision is the selection of two or more alternative choices that can be taken by consumers, meaning that in making a consumer purchase must first have an alternative between one item with other goods. Consumer decision making is an integration process used to combine consumer knowledge related to some products which are then evaluated for one of them (Peter and Olson ,2013).

It is concluded that a good advertisement is an advertisement that can provide information about the values that exist in the consumer, giving awareness, attracting attention whose ultimate goal is consumer interest in the product in the ads. Not even just awareness or interest but by seeing the advertisement hopes the consumer reaches the purchase decision for our population.

Cigarette advertisement in Indonesia may be considered as a big challenge when it will create an advertisement related to its products to consumers. The challenge here is a rule imposed by the government regarding the ban on tobacco advertising in the form of mass media.

Quoted on Kompas.com, it is explained that to control cigarette advertisement and its impact on the young generation, the government through Ministry of Health Regulation No. 28 of 2013 will limit the form of promotion, advertisement, and sponsorship of cigarettes. In other news media pages, Liputan6.com also described various government rules on the limitations of the tobacco company's procedures in promoting. This government regulation is a derivative of health law No. 36 of 2009 which has been ratified in 2012, for example the cigarette advertisement restrictions are listed in article 27 which contains health warnings in the form of image and text ads of at least 10% of the total duration.

Government regulations designed to control the impact of cigarette advertisements make it almost impossible to see cigarette advertisements on television telling audiences to smoke. All forms of promotions launched should be neatly wrapped in accordance to government directives with capitalize creativity of the tobacco company's marketers. When looking at the other side of this product, tobacco companies in Indonesia itself actually gives a very significant impact when viewed from the absorption of workers for Indonesian society that reduce the impact of unemployment. Not only that, user of cigarettes in Indonesia was relatively large when compared to Asian countries in general. Based on *Riset Kesehatan Dasar* (Riskesdas) in 2013, it is explained that the number of smokers in Indonesia over the age of 10 years amounted to 58,750,592 people.

Although there are still many disputes in this country related to the problem of cigarette products, there are some cigarette manufacturers respond

to these challenges by using the method of humor appeal in advertising its products. One of them is done by Djarum cigarette company that has Djarum 76 Gold Filter products. In the ad entitled "Djarum 76, Pengan Kurus" edition's duration of 32 seconds can be viewed freely on Youtube with a link <https://www.youtube.com/watch?v=b8vhQ-T8O40>.

This ad describes a couple who are looking for a spot to take a photo, and suddenly the man in the ad falls and then there comes a genie who comes to ask for the woman's request. Surprisingly, she asked the genie to make her skinnier and slimmer to be thinner instead of rescuing her partner. If this ad is analyzed more deeply, it seems that there is no clear correlation between Djarum 76 products and the advertisement. A similar challenge is faced by all tobacco companies in advertising methods in creating advertisement which can attract brand awareness and brand image of its consumers. Other cigarette companies describe their exclusive, luxurious, and so forth.

Djarum is one of the cigarette brands that consistently use the appeal of humor in advertising their products, especially Djarum 76. Humor advertising from Djarum 76 has a characteristic that is very popular among the public, in addition to the concept of humor developed with phenomena that exist around the community and sometimes from one ad to another has a red thread like a story. This is what makes the writer interested to analyze the product Djarum 76 and its ads. Djarum owns brand selection based on the cigarette company is arguably a fairly large company and has the largest advertising expenditure in 13 private television stations in Indonesia. Around 2017, Djarum spent 1,2 trillion IDR in advertising expenditure, higher compared to Sampoerna which



spent 1,15 trillion IDR and Gudang Garam spent 856 billion IDR. However, table 1.1 shows that high ad spent was not worth the profit and sales if compared with Sampoerna and Gudang Garam.

**Table 1.1**  
**Comparison of Profit and Ad expenditure from Cigarette Industry**

Cigarette Brand	Profit (in 2017)	Ad expenditure (in 2017)	Sales (per-steam)
Djarum	5,3 trillion IDR	1,2 trillion IDR	58,8 billion
Sampoerna	12,6 trillion IDR	1,15 trillion IDR	101,3 billion
Gudang Garam	7,6 trillion IDR	856 billion IDR	78,7 billion

Source: Adstensity & Nielsen Indonesia, 2017

The importance of humor appeal advertising variables on the formation of brand awareness in video ads is based on how when the element of humor is included into a subject marketing conditions in society. Consciousness level or consumer awareness will also be measured what if the consumer has a strong memory of a brand, will the brand be the main choice to be consumed or the consumer is only at a high level of awareness without making purchases on related products. And in this context, appeal humor will be an appropriate choice as it will be easily remembered by the audience. The relevance of the three variables in this study is thoroughly how when consumers see video ads that use elements of humor will attract consumer purchase decision. Consumers interested in this type of advertising video with the element of humor will stimulate consumer awareness to always remember the product when compared with other brands. Brand awareness has been owned by consumers to be a mediator between the variables of humor appeal advertising to consumer purchasing decisions.

With a variety of backgrounds that have been submitted added with the pros counter cigarette advertisement then the writer wants to raise the study premises entitled **“THE INFLUENCE OF HUMOR APPEAL ADVERTISING ON PURCHASE DECISION USING BRAND AWARENESS AS A MEDIATING VARIABLE”**(A Study in Djarum 76 Cigarette Advertising Video “Pengen Kurus” Edition)

### **1.2. Formulation of Problem**

The formulations of research problem in this research are:

1. Does humor appeal advertising significantly influence consumer purchase decision?
2. Does humor appeal advertising significantly influence consumer brand awareness?
3. Does the consumer brand awareness significantly influence consumer purchase decision?
4. How is the mediation role of brand awareness in the influence of humor appeal advertising to purchase decision?

### **1.3. Research Purpose**

Based on the formulation of the above problems, the purposes of this study are:

1. To understand the influence of humor appeal advertising to consumer purchase decision variable.
2. To understand the influence of humor appeal advertising to consumer brand awareness variable.

3. To understand the influence of brand awareness to consumer purchase decision.
4. To know the mediation role of brand awareness in the influence of humor appeal advertising to purchase decision.

#### **1.4. Research Benefits**

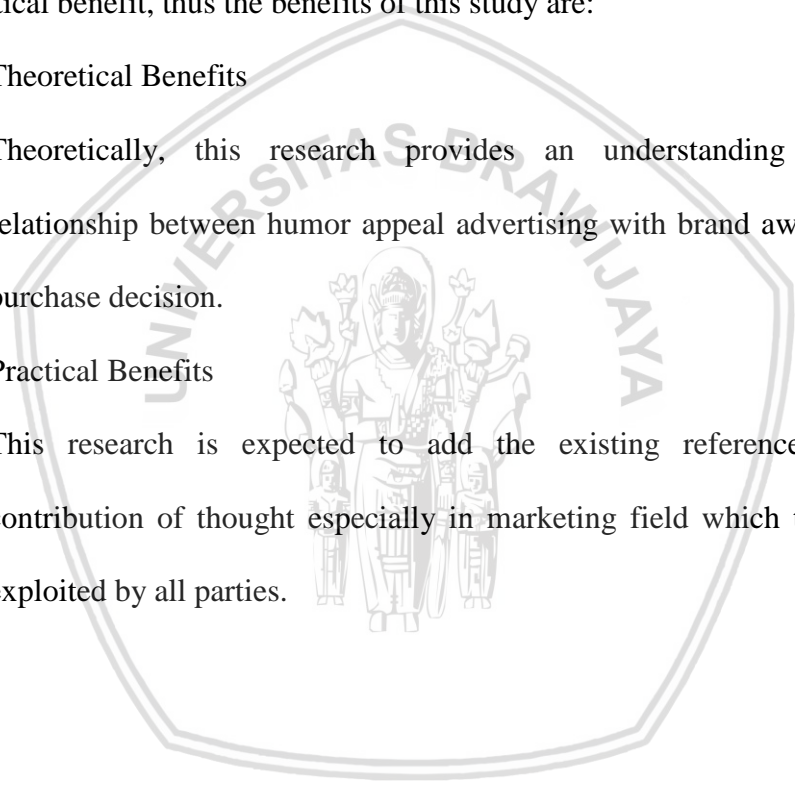
The research benefits of this study classify become theoretical benefit and practical benefit, thus the benefits of this study are:

##### **1. Theoretical Benefits**

Theoretically, this research provides an understanding of causal relationship between humor appeal advertising with brand awareness and purchase decision.

##### **2. Practical Benefits**

This research is expected to add the existing reference and give contribution of thought especially in marketing field which then can be exploited by all parties.



## CHAPTER II

### LITERATURE REVIEW

#### 2.1. Theory of Advertising

Advertising has become one of the most important commercial activities in the modern competitive environment. Companies spend a large part of their budget to produce and run advertisements for promotions to communicate information about their company and products. Companies hope that consumers will purchase their products due to the advertisements, which deliver messages about a certain brand and its products. Of all marketing weapons, advertising is widely known for its long lasting impact on viewer's mind (Katke, 2007). According Ralph (1965, p.9) cited by Belch and Belch (2001, p.155,) advertising is defined as any paid form of non-personal communication about an organization, product, service, or idea by an identified sponsor.

Advertising can be used to create brand images and symbolic appeal for a company or brand, a very important capability for companies selling products and services that are difficult to differentiate on functional attributes.

##### 2.1.1. Advertising Appeal

Kotler (1997) pointed out in his study that advertising appeal is the theme of an advertisement. To make the audience receive a necessary message, advertisers have to put some driving power into the message. This driving power is appealing. Every advertising appeal represents an attraction, which arouses consumers' desires. What kind of advertising appeal design can attract consumers more easily and effectively? To highlight a commodity image, many companies



invite famous stars to be their product spokespersons. It is easier for consumers to identify with celebrities. Expert spokespersons help present product differences more effectively by combining their rich professional knowledge with reasonably persuasive appeals. The right choice of advertising spokesman is a critical element in successful advertising. Does an advertising spokesperson influence consumers' attitudes or enhance purchase intentions? This is what this paper will explore. Advertising attitudes reflect persuasive psychological effects and act as important indices for measuring advertising effects. Thus, advertising attitudes create a certain influential power on purchase intentions, which is yet another management issue the writer wants to explore in this paper. According to VCG articles (Newbold, 2017) there are several kind of advertising appeals such as:

a. Romance Appeal

This is Appealing to a person's natural desire to experience romance and appeal to others romantically. The goal of the romantic appeal is to make people feel like they will be more attractive, more desirable, and more likely to get the person of their dreams if they use a certain product or take certain actions.

b. Fear Appeal

The fear appeal specifically appeals to a person's fears in order to encourage them to buy or act. The goal of the fear appeal is to cause someone to fear an outcome or response if they don't buy a product or act in such a way as to reduce risk.

c. Rational Appeal

This kind of ads is appealing to a person's logic and evaluative reasoning.

The goal of the rational appeal is to make people feel like they need something because it makes sense and seems necessary.

d. Sexual Appeal

This appeal is appealing to the natural sexual desires of men and women.

The goal of the sex appeal is to grab and increase attention toward a product or service by making people feel attracted to or desirous of the people using the product.

e. Humor Appeal

This appeal is appealing to a person's sense of humor. Because most human beings like to laugh, humor is an effective appeal for grabbing attention and helping people remember and share information about a product or idea. The goal with humor is to help build a positive association with a product, service, or idea

## 2.2. Theory of Humor Appeal Advertising

Humorous presentations of product messages have been a measurable component of American advertising for at least two decades. Humor can be said as any form of stimulation that tends to spontaneously provoke laughter or smile. These stimuli can be really funny ideas or problems, as well as speech-forms that are intentionally created in such a way by the speakers that they cause humor (Nandita, 2004). The forms and the creation of a humor can be funny words and ideas that describe a situation or someone who is unsuited, strange, or distorted

from the usual. The humorlessness of humor can be caused by several things, such as the behavior of the perpetrators, the common but insulted events, criticism of circumstances, ignorance, misunderstandings, intercultural clashes, and other matters (Riansyah, 2012).

Once an advertiser has the audience's attention, keeping that attention becomes even more challenging. Humor has proven to be one of the best techniques for cutting through clutter. Humor is effective in both getting attention and keeping it. Shimp (2000) agreed and stated that politician, actors, and actress, public speaker, and indeed all of us at one time or another use humor to create desired reaction. Advertisers also turn to humor in the hopes of achieving various communications objective to gain attention, guide customer comprehension of product claims, influence attitudes, and create customer action.

### **2.2.1. Purpose of Humor Appeal**

The purpose of using humor appeal itself according to Shimp as described by Strenhal (1998:472) is as follows:

- a. Humor attracts attention.
- b. Humor can improve memory of advertising messages (to audiences).
- c. The credibility of the source (advertiser) can be improved with humor.
- d. With humor, the expected attitude of an ad can be improved.
- e. Humor can minimize the argument back (harm) of the audience because humor plays a role distract the audience in processing cognitive response.

### 2.2.2. Element of Humor Appeal

In 2006, Douglas came up with few elements that were a combination of the humor approach of Sternthal & Craig (1973); the humor devices or typology of Kelly & Solomon (1975) and the typology of Buijzen & Valkenburg (2004). Douglas proposed the following:

#### a. Joke

This first dimension is a display of humor in which words are used within a specific and well-defined narrative structure to make people laugh and is not meant to be taken seriously (Douglas, 2006). When this is applied within an advertisement, the scenes within the advertisements are linked through irrelevant things or irrelevant things that happen within the advertisement (Chan, 2011)

#### b. Dress & Physical Attractiveness,

There are many researches have shown the correlation of physical attractiveness and a good sense of humor This element towards to displaying the models that emphasizes clothing and physical attraction that have a humorous element. Cowan and Little (2013) found that physical attractiveness can increase the ratings of how funny a person is.

#### c. Humor Behavior

This dimension is an action or activity that is inclined to humorous thoughts. This element is very important to shape the humorous atmosphere. In addition to the interaction of two or more people in the ads that throw



words that make a laugh, elements of humor such as satire, irony, understatement, etc can also be inserted.

#### **d. Humor Reference**

This dimension id refers to utilization of atmosphere that leading to humor, such as the use of songs/jingles, locations, and other things that add funny in the video frame of the ads.

#### **e. Humor Embeds**

Content that is interpreted humorously by the human subconscious. For example by placing strange properties, should not exist and far from the humor element, but can lead the humor subconscious to the humor appeal.

### **2.3. Theory of Brand Awareness**

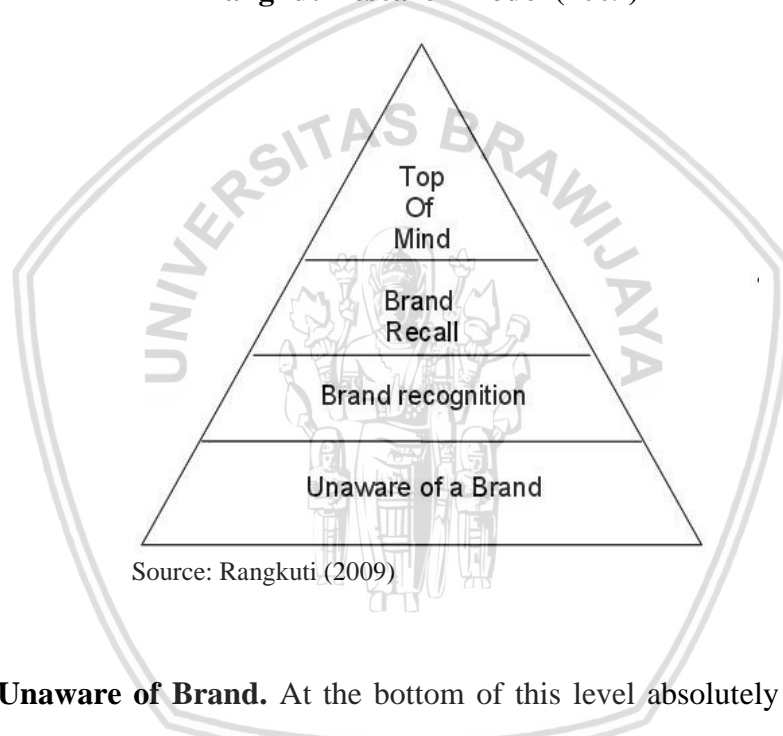
Brand awareness is the likelihood that consumers recognize the existence and availability of a company's product or service. Creating brand awareness is one of the key steps in promoting a product. Brand awareness is particularly important when launching new products and services; and for a company to differentiate similar products and services from its competitors.

Products and services that maintain a high level of brand awareness compared to competitors are likely to generate more sales. For example, in the soft drink industry, very little separates a generic soda from a brand-name soda, in terms of taste. However, consumers are very aware of the brands Pepsi and Coca-Cola, in terms of their images and names. This higher rate of brand awareness typically equates to higher sales and also serves as an economic moat that prevents competitors from gaining more market share.

### 2.3.1. Brand Awareness Level

Rangkuti (2009: 40) provides an overview of a pyramid or level held by brand awareness from the lowest to the highest, along with its explanation on each level:

**Figure 2.1**  
**Rangkuti research model (2009)**



- a. **Unaware of Brand.** At the bottom of this level absolutely nothing will brand us at all. This condition is also arguably the general public is not aware of the existence of our brand in the environment.
- b. **Brand Recognition.** This second level is a brand recognition phase which is a low level of brand awareness. This condition is considered important because it is the first time a buyer chooses a brand at the time of purchase activity.

- c. **Brand Recall.** The phase in which consumers are reminded of the existence of a brand, a reminder of the brand has a basis on the demand of other consumers when mentioning a particular brand of a product category. The condition is termed by the reminder process without any help, since this phase is different from the introduction phase.
- d. **Top of Mind.** This phase is the culmination of the process of brand awareness because consumers will always remember a certain brand and always repeatedly mention the brand when others ask a product category. It could be said the brand is the first brand that exist in the minds of consumers without reminding other brands.

#### 2.4. Purchase Decision

This purchase decision is defined as the purpose of every marketer. According to the Kotler and Keller (2009), purchase decision is the last step of consumers' decision to fulfill their personal consumption. Then added by Schiffman and Kanuk (2007) in Foster (2016), purchase decision is the election of two or more alternative purchasing decision which means that when someone can make a decision, there should be available some alternative options. So, the outline is the decision to purchase can lead to how the process in the decision was made. It can be concluded that the purchase decision is a period in which consumers compare choose various alternatives that exist in the market for the purpose of personal consumption.

### 2.4.1. Phase of the Purchase Decision

Stages in purchasing decisions by Kotler and Armstrong (2009)

a. Introduction Needs

At this point is the first stage where a person makes an introduction to the problems and needs that exist in itself. Consumers begin to understand the difference between the actual state and the desired state. Needs here can occur due to internal factors and external factors.

b. Search Information

This second stage of consumers began to search for various kinds of information about the needs to be gained. Various kinds of needs are obtained from various sources including

- Family
- Selling Ads
- Someone who is experienced or has ever used the product.

c. Alternative Evaluation

At this stage consumers begin to use various kinds of information and alternatives that have been obtained but in certain circumstances consumers do not use such a variety of information and only rely on intuition in itself.

d. Determine the purchase

This stage where the consumer has made the purchase process based on the existing analysis and buy goods from the brand he wants. In the way consumers buy products according to what he likes.

## 2.5. Previous Research

### 1. Hamid Mehmood & Saad Masood (2016)

The research was conducted in 2016 by Hamid Mehmood & Saad Masood who came from Pakistan. The research they did was "Impact of Humor in Advertising on Consumer Purchase Decision: A Study on Ufone Network from Telecommunication Sector in Pakistan". The aim of this study is to find out the impact of humor in advertising on consumer purchase intention in U-fone network out of telecommunication sector of Pakistan.

The researcher uses the probability and convenience sampling techniques for the collection of data. Correlation and regression were used as statistical test of data. SPSS is used to analyze the data. Through analysis it was found that humor in advertising has significant impact on consumer purchase decision. The results obtained in this study is the first hypothesis, Humor in advertising has significant impact on consumer purchase Decision.

### 2. Widyantoro Sudharsono (2010)

This second study was conducted by Widyantoro Sudharsono in 2013 entitled "*Pengaruh Iklan Dengan Unsur Humor Di Televisi Terhadap Minat Beli Konsumen*" (*Studi kasus terhadap iklan rokok "Starmild" di Fakultas Ekonomi Universitas Sebelas Maret Surakarta*). This study aims at determining the influence of advertising actors, the ability of dialogue, the ability of acting to consumer buying interest. Then variable that used in this



advertising are advertiser, dialogue, acting ability, and consumer buying interest by multiple regression analysis.

The result of this research is the first hypothesis of variable of ad donation advertiser given very small to consumer buying interest for the second hypothesis, the variable ability of donation dialogue given relatively large to consumer buying interest. As the third hypothesis, the variable acting ability of the given contribution is negative to consumer buying interest.

### 3. Debby Arisandi (2017)

The research was conducted in 2017 with the title "*Pengaruh Humor Appeals Terhadap Brand Awareness Pada Iklan Televisi*". This study aims to see how the influence of the use of humor in television advertising to brand awareness of advertised products.

This research was used multiple regression analysis as analysis tool. The results showed that the use of humor appeals on television advertising has a positive and significant impact on brand awareness of a product. This can be interpreted that the funnier or higher the element of humor in an ad then the brand awareness of the product will also increase.

### 4. Tri Andika Nurman (2016)

This research was conducted by Tri Andika Nurman in 2016 entitled "*Pengaruh Sex Appeal Advertising terhadap Purchase Decision dengan Brand Awareness sebagai variabel mediasi. (Studi dalam video iklan rokok sampoerna hijau edisi "Sampoerna hijau panas")*". This study aims to

determine the effect of sexual appeal use in Sampoerna advertising in television to the introduction brand of the product.

There are three variables used in this research such as sex appeal, purchase decision, and brand awareness as intervening variables. The analysis tool used by Nurman is Partial Least Square Analysis and the result obtained in this research is the use of sex appeal in Sampoerna advertisement has a positive and significant impact on the purchase decision and brand awareness of the product.

5. Chalifah Nur Febriana, Srikandi Kumadji & M. Kholid Mawardi (2015)

This study entitled “*Pengaruh Iklan Televisi Terhadap Kesadaran Merek Serta Dampaknya pada Keputusan Pembelian (Survei pada Mahasiswa Universitas Brawijaya Pengguna Produk TRESemmé)*”. The method used in this research is Path Analysis. This method is used to describe the directed dependencies among a set of variables. The purpose of this study is to see the effect of television broadcast repeatedly whether it will affect awareness to consumers. To see also how the effect of awareness to the purchase decision of the product on TREsemme.

The result of this study is television advertising was a positive and not significant impact on consumer awareness. While consumer awareness has a positive and significant impact on consumer purchasing decisions.

**Table 2.1**  
**Previous Research**

No	Author (Year)	Title	Research Purpose	Variable	Data Analysis Tools	Research Result
1	Hamid Mehmood & Saad Masood (2016)	Impact of Humor in Advertising on Consumer Purchase Decision: A Study on Ufone Network from Telecommunicati on Sector in Pakistan"Impact of Humor in Advertising on Consumer Purchase Decision: A Study on Ufone Network from Telecommunicati on Sector in Pakistan	The aim of this study is to find out the impact of humor in advertising on consumer purchase Decision in Ufone network out of telecommunica tion sector of Pakistan.	1. Humor Advertising 2. Customer Purchase Decision	regression analysis	Through analysis it was found that humor in advertising has significant impact on consumer purchase decision. The results obtained in this study is the first hypothesis, Humor in advertising has significant impact on consumer purchase intentions.
2	Widyantoro Sudharsono (2010)	Pengaruh Iklan Dengan Unsur Humor Di Televisi Terhadap Minat Beli Konsumen" (Studi kasus terhadap iklan rokok "Starmild" di Fakultas Ekonomi Universitas Sebelas Maret Surakarta)	This study aims to determine the influence of advertising actors, the ability of dialogue, the ability of acting to consumer buying interest.	1. Advertiser 2. Dialogue 3. Acting ability 4. Consumer Buying Interest	multiple regression analysis	The result of this research is the first hypothesis of variable of ad donation advertiser given very small to consumer buying interest for the second hypothesis, the variable ability of donation dialogue given relatively large to consumer buying interest. As the third hypothesis, the

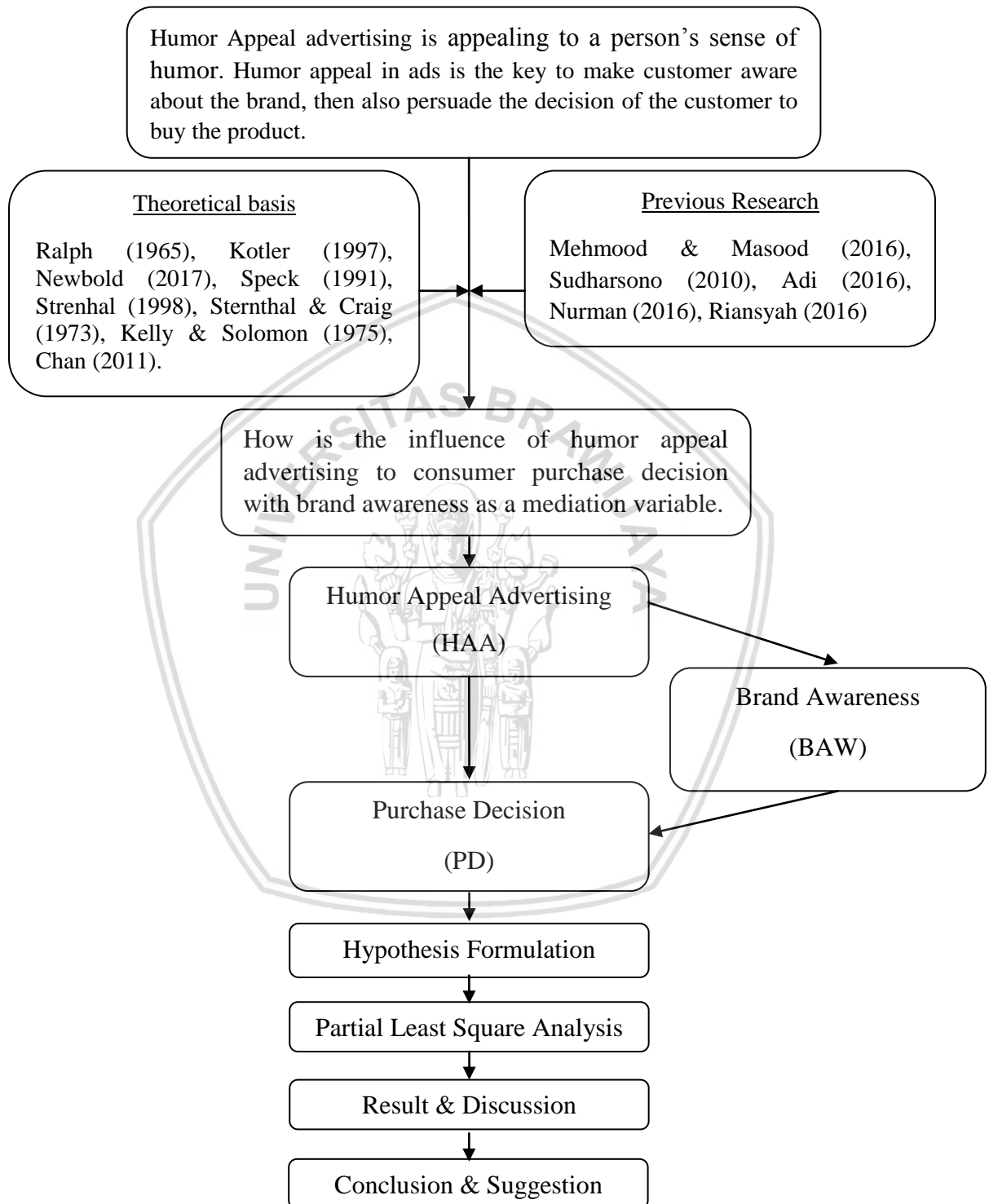
						variable acting ability of the given contribution is negative to consumer buying interest
3	Debby Arisandi (2017)	Pengaruh Humor Appeals Terhadap <i>Brand Awareness</i> Pada Iklan Televisi	This study aims to see how the influence of the use of humor in television advertising to brand awareness of advertised products.	1. Television Ads 2. humor appeal 3. Brand Awareness	multiple regression analysis	The result of consumers' assessment of the use of humor in television advertising, including in both categories so that the brand awareness (brand awareness) by consumers is acceptable.
4	Tri Andika Nurman (2016)	“Pengaruh Sex Appeal Advertising terhadap Purchase Decision dengan Brand Awareness sebagai variabel mediasi. (Studi dalam video iklan rokok sampoerna hijau edisi “Sampoerna hijau panas”).	This study aims to determine the effect of sexual appeal use in Sampoerna advertising in television to purchase decision and brand awareness of the product.	1. Sex Appeal Advertising 2. Customer Purchase Decision 3. Brand Awareness	Partial Least Square Analysis	Through this research is the use of sex appeal in Sampoerna advertisement has a positive and significant impact on the purchase decision and brand awareness of the product.
5	Chalifah Nur Febriana, Srikandi Kumadji M. Kholid Mawardi, 2015	Pengaruh Iklan Televisi Terhadap Kesadaran Merek Serta Dampaknya Pada Keputusan Pembelian (Survei pada	The purpose of this study is to see how the effect of television broadcast repeatedly whether it will affect	1. Television ads 2. Brand Awareness 3. Purchase decision	Path Analysis	The result of this study television advertising was a positive and not significant impact on consumer awareness.

		Mahasiswi Universitas Brawijaya Pengguna Produk TRESemmé)	awareness to consumers. To see also how the effect of awareness to the purchase decision of the product on TREsemme.			While consumer awareness has a positive and significant impact on consumer purchasing decisions.
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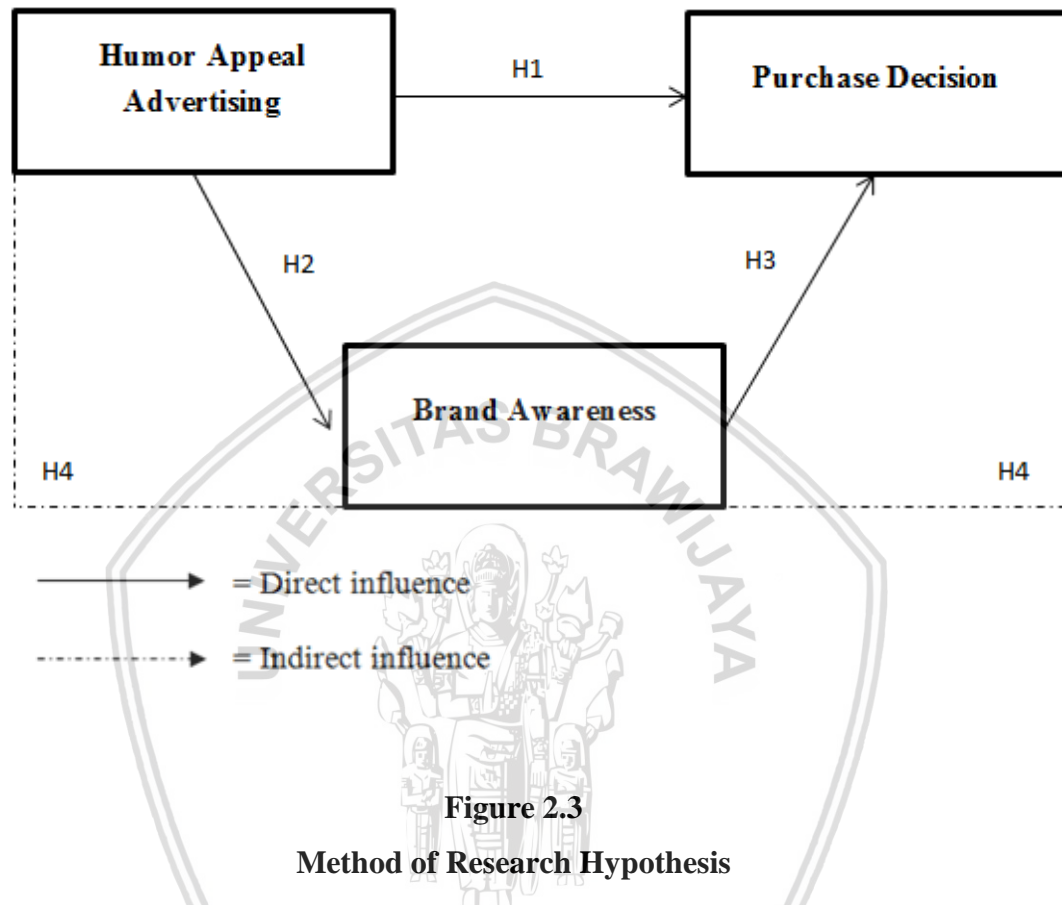


## 2.6. Theoretical Thinking Framework



**Figure 2.2**  
**Research Thinking Framework**

## 2.7. Research Hypothesis



Hypotheses are conclusions drawn from various theories as described above and are temporary and should be tested to see the truth. The temporary conclusion that can be drawn from the above explanation is as follows:

### 2.7.1. The Influence of Humor Appeal Advertising to Purchase Decision

Humor appeal advertising is a way that marketers do to attract the attention of consumers. The communication of advertising messages using a humor approach has been used almost 30% of the total world advertising (Clow and Baack, 2002, in Olsson and Larsson, 2005: 4).

Humor advertisements on television grab the attention of viewers. Viewers enjoyed television ads (Ashaduzzaman, 2011). The study suggested that in order to get consumer purchase decision marketer must repeat the ads on television again and again. The researcher also found that consumer purchase decision is also influenced by the span of TV commercial (Khuong & Nguyen, 2015). Customer purchase decision is affected by the repetition of advertisement, celebrity in the commercial and desired quality of the product. Sometimes the commercial on air on television has the great impact on consumer and sometime necessarily need of repetition of the commercial (Majeed & Razzak, 2011). Through various internal and external marketing channels customer purchase decision and loyalty with the brand is created by the humor (Ozyer, 2016). From the research, the formulated hypothesis is as follows:

**H1: Humor Appeal Advertising has a significant influence on purchase decision.**

### **2.7.2. The influence of Humor Appeal Advertising to Brand Awareness**

One of the main goals of a marketer is to grasp the customers' attention in order to establish strong cognition paths for the advertisement and the brand. Humor in advertisements is therefore not ignored by marketers since research has shown that humor in advertisements increases attention. Not only in television advertisements, but also on the internet and in magazines, humor is used as a trigger to get attention. While own brand awareness according to Aaker in Ranguti (2009: 39) is a capability of our prospective customers to explore, identify and recall a brand in a particular category.

The relationship between the two things is how humor appeal which is basically a human nature can be used by marketers as a tool to attract the attention of consumers when the process of delivering a message to the consumer itself in an ad serving. The values to be conveyed can be maximized by the audience when the attention of the audience itself begins to be taken over by the model on advertising. From the above explanation can be drawn a hypothesis of this study as follow:

**H2: Humor appeal advertising has a significant influence on consumer brand awareness.**

### **2.7.3. The Influence of Brand Awareness to Purchase Decision**

Brand awareness is a consumer's ability to remember a particular brand that is usually one of the common goals in marketing strategy-making by marketers. According to Peter and Olson (2013) quoted cited by Nurman (2016), it is stated that brand awareness itself is a common goal of any communication undertaken by the marketer. Research conducted by Nurman, Tri A. (2016) entitled "The Influence of Sex Appeal advertising on Purchasing Decision with Brand Awareness as Mediating Variable" a case in cigarette 'Sampoerna Hijau Panas' edition advertising. It is found that brand awareness positively affects consumer purchasing decisions. On the basis of this, it can be drawn the temporary hypothesis is follows:

**H3: The influence of brand awareness has a significant influence on purchase decision**

#### **2.7.4. Brand Awareness as Mediation Role in The Influence of Humor Appeal Advertising on Purchase Decision.**

The relationship between these three variables means how humor appeal advertising wrapped in an ad can form the consumer brand awareness. When consumers are perceived to be aware of our brands and products. This trust becomes the mediation between advertising and purchasing decisions. According to Shimp in Kurniawan (2011), it is explained that advertising by using the element of humor can increase the attractiveness of the brand because the humor content can be easily remembered and digested by the community. According to Macinnis et al., in Kurniawan (2011) when motivation in processing information on weak constituents marketers must use a unique way as a signal to consumers and one such way is to use humor content. When the ads are perceived to be effective and provide awareness to the consumer from this point of view brand awareness becomes the mediation in the formation of purchase decision.. From some of these studies it can be drawn a temporary hypothesis as follows:

**H4: Brand awareness mediates the influence of humor appeal advertising on Purchase decision**

## CHAPTER III

### RESEARCH METHODOLOGY

#### 3.1. Types of Research

This study has adopted the quantitative research method by using the type of explanatory research. Quantitative method is an approach in which the researcher investigates the cause and effect relationship between variables and develop hypothesis. Also, this method is an analysis using a quantitative analytical tool, ie an analytical tool that uses, such as a mathematical model (eg a multivariate function), statistical and econometric models of analysis results presented in the form of numbers which are then described and interpreted in a description.

The type of research in this study is explanatory research that has goals to connect different variables and to understand the different reasons, causes, and each effect. It is actually a type of research design which focuses on explaining the aspects of the study in a detailed manner. The explanatory research is not used to give some conclusive evidence but helps in understanding the problem more efficiently.

The researcher does not just describe the phenomenon but has tried to explain why the phenomenon occurred and what its impact. In other words, researchers want to explain the relationship between two or more variables. Researchers are required to make hypothesis as an initial assumption to explain the relationship between variables studied.



## **3.2. Population and Sample**

### **3.2.1. Population**

Population according to Arikunto (2006) is described as the whole object of a study, when one wants to examine all elements that exist in the area of research, that is a population study. Population of this research is the consumer of Djarum 76.

### **3.2.2. Sample**

Part of the overall characteristics possessed by the population called as sample (Sugiyono, 2012). Although the sample is part of the population, the available data should be able to describe the condition of the population. Samples are defined as representative of the population to be studied. Due to the large population and the sample size that cannot be calculated, Roscoe (1975) suggested to approach the problem of sample size with the following rules of thumb believed to be appropriate for most behavioral research (Hill, 1998). The rules, might not all be applicable, are as follow:

1. The use of statistical analyses with samples less than 10 is not recommended.
2. In simple experimental research with tight controls, successful research may be conducted with samples as small as 10 to 20.
3. In most ex post facto and experimental research, samples of 30 are recommended.

4. When samples are to be broken into sub-samples and generalizations drawn from these, then the rules of thumb for sample size should apply to those sub samples.
5. In multivariate research, sample size should be at least ten times larger than the number of variables being considered.
6. There is a seldom justification in behavioral research for sample sizes less than 30 or larger than 500. Within these limits (30 to 500), the use of a sample about 10% size of parent population is recommended.
7. Generally choice of sample size is as much a function of budgetary considerations as it is statistical considerations. When they can be afforded, large samples are usually preferred over smaller ones.

According to point number 5 and 6 on the rule of thumb above, the researcher can decide the sample size. As this research is a multivariate research (Partial Least Square) then the sample size must be at least ten times larger than the number of variable and stays between the number of 30 and 500.

This research has one independent variable which is Humor Appeal Advertising (HAA), one mediation variable which is Brand Awareness (BAW) and one dependent variable which is Purchase Decision (PD). Therefore, the number of total samples would be 150 respondents that represent the population which obtained from the following calculation:

1.  $23 \times 6 = 138$ .

138, being the minimum number of respondents for this research is gained from the 23 items used in the research multiplied by 6, based on rule number 5.

2. Based on rule number 6, the sample size should be more than 30 and less and 500. Although the number of minimum sample on this research is same with 138, then researchers rounded the number up to 150. Therefore, researcher took a sample of 150 that believed to be able to represent the population.

The larger number of respondents is believed to be more accurate in representing the research population.

### 3.3. Sample Technique

Sampling technique conducted by the researcher in this research is a purposive sampling technique. The technique is used because there are certain considerations that are noticed by the researcher such as limited time, cost, and energy so as not to take a large and far sample. Purposive sampling is a sampling technique with special consideration. According Zulganef (2008), purposive sampling is a form of non-probability sampling in which researchers rely on their own judgment when choosing members of the population to participate in their study.. The considerations for sampling are as follow:

1. Respondent are Malang people.
2. Respondents are people aged 18 years and over, male or female.
3. Respondents are active smokers who have watched the ad.

### **3.4. Research Location**

The location targeted by the researcher is the area of Malang City. So the respondents will be asked after meeting the requirements as described above and they are located in the area of Malang City.

### **3.5. Data Source**

In this research, the type of data used is primary and secondary data. According to Umi Narimawati (2008:98), primary data is data obtained directly from the first source or commonly called the respondent. Because this data is direct then it is not available in the form of compilation or files. While secondary data source is data indirectly assist in data collection. This data is only supporting the needs of primary data such as books, literature, and reading related to the object of research.

### **3.6. Data Collection**

Data collection technique is a procedure that is systematic in order to obtain data both quantitative and qualitative. The data collection techniques used are as follow:

#### **1. Questionnaire**

Arikunto (2006: 222) explained that the way in collecting data using questionnaire is defined as a collection of questions that is distributed thoroughly to the respondents who have been determined. Added by Sugiyono (2009: 135) questionnaire is a technique of data collection conducted by researchers by providing questions or written statements to respondents who then answered. The researcher used survey method by distributing online

questionnaires via Google Form in Malang for 2 weeks from 13 April to 5 May 2018.

## 2. Literature review

Literature review is done by searching for journal, book, article or all kinds of information including internet or news portal which is still related to this research.

The 218 respondents are required to fill in the online questionnaire that has been disseminated. After checking back questionnaires, there were some incomplete questionnaires that could not be analyzed, such as 43 non-smokers, 3 non-domiciled respondents in Malang, and 21 respondents had never watched Djarum 76 advertisement video, edition of "Pengen Kurus". So the data used in this study is as many as 150 questionnaires.

### 3.7. Variable Identification & Operational Definition

#### 3.7.1 . Variable Identification

Variable is an attribute or value of a person, or activities that have a certain variation that has been agreed by the researcher to learn which then draw conclusions (Sugioyono, 2012, p.61). In addition, Cooper and Schindeler in Zulganef (2008: 63) stated that variable is anything that has variations in value. Variables that can affect other variables are called independent variables, while the affected variables are called dependent variable. In this study the variables used are as follow:

- a. Independent Variable : Humor Appeal Advertising (HAA)
- b. Dependent Variable : Purchase Decision (PD)

In addition to the above two variables there are also intervening variable which is defined by Tuckman in Sugiyono (2007) as a variable that is viewed in terms of theoretical influence on the relationship between independent variables with dependent variable. In this study the variable that becomes intervening variable is:

- a. Mediating Variable : Brand Awareness (BAW)

### 3.7.2 . Operational Definition

Operational definition according to Zulganef (2007: 84) is a series of activities undertaken by the researchers who used to navigate the level of abstraction concept which later can be measured by researchers. From the above description, the operational definition in this research is as follows:

#### 1. Humor Appeal Advertising (HAA)

In this study the thing that is measured or taken as the data directly through the respondent is about the level of sexual elements on the Djarum 76 cigarette advertising video "Pengen kurus" edition. There are six indicators measured in the Humor Appeal Advertising variables:

**HAA<sub>1</sub> - Jokes**, a display of humor in which words are used within a specific context to make people laugh.

**HAA<sub>2</sub> - Dress & Physical Attractiveness**, Displays models that emphasize clothing and physical attraction that have a humorous element.

**HAA<sub>3</sub> - Humor Behavior**, an action or activity that is inclined to humorous thoughts.

**HAA<sub>4</sub> - Humor Reference**, Utilization of atmosphere that lead to humor.



**HAA<sub>5</sub> - Humor Embeds**, Content that is interpreted humorously by the human subconscious.

The indicators will be expanded again with three questions taken from a study by Lee (2000) in Liu et al (2008) namely:

- Interest levels of respondents
- The level of attention of respondents
- Level of humor appeal for the respondent

## **2. Brand Awareness Variable (BAW)**

According Ranguti in Kurniawan (2011) explained that brand awareness is the ability of consumers to recall a product in a particular category. In shifting the level of variable brand awareness using four indicators that are adopted from Ranguti in Kurniawan (2011) are:

**BAW<sub>1</sub>** - Top of Mind

**BAW<sub>2</sub>** - Brand Recall

**BAW<sub>3</sub>** - Brand Recognition

**BAW<sub>4</sub>** – Unaware of Brand

## **3. Purchase Decision Variable (PD)**

Purchase decision is an interaction made by consumers and producers. According to Kotler (2009: 184) that the purchase decision is the end of consumer action for an item whose function is to be consumed personally. Indicators of Purchase Decision in this research are:

**PD<sub>1</sub>** - The decision to try the product

**Table 3.1**  
**Variable, Indicator, and Item**

Variable	Indicator	Item
Humor Appeal Advertising (HAA)	HAA <sub>1</sub> – Jokes	<ul style="list-style-type: none"> <li>a. Showing funny jokes</li> <li>b. The jokes featured in the ads are capable of attracting attention</li> <li>c. The jokes in the ad are favored by the audience.</li> </ul>
	HAA <sub>2</sub> - Dress & Physical attractiveness	<ul style="list-style-type: none"> <li>a. Displays models with clothing and face that contain elements of humor</li> <li>b. Models with clothes and face that contain elements of humor are able to attract the attention of the audience</li> <li>c. Models with clothing and face that contain elements of humor favored the audience</li> </ul>
	HAA <sub>3</sub> - Humor Behavior	<ul style="list-style-type: none"> <li>a. The behavior displayed by the model has an element of humor</li> <li>b. Behavior model shown to attract attention</li> <li>c. The behaviors displayed model favored the audience</li> </ul>
	HAA <sub>4</sub> - Humor Reference	<ul style="list-style-type: none"> <li>a. Displays an atmosphere setting that gives the impression of humor like the use of a song / jingle / location in the ad</li> <li>b. Setting an atmosphere that gives the impression of humor as the use of a song / jingle / location is able to attract the attention of the audience</li> <li>c. Setting an atmosphere that gives the impression of humor like the use of a song / jingle / location preferred by the audience</li> </ul>
	HAA <sub>5</sub> - Humor Embeds	<ul style="list-style-type: none"> <li>a. Displays scenes that the human subconscious can interpret as an element of humor</li> <li>b. The appearance of a scene that can be interpreted by the human subconscious as the element of humor is able to attract the audience</li> <li>c. The appearance of a scene that can be interpreted by the human subconscious as the element of humor favored by the audience</li> </ul>

Table 3.1 Continued

Variable	Indicator	Item
Brand Awareness (BAW)	BAW <sub>1</sub> - Top of Mind	a. If you mention a tobacco product, the brand that first appeared was "Djarum 76"
	BAW <sub>2</sub> - Brand Recall	b. Signed in as a known brand category after seeing the ad
	BAW <sub>3</sub> – Brand Recognition	c. The brand is a well-known brand after seeing the ad
	BAW <sub>4</sub> – Unaware of Brand	d. Consumers do not know the brand before watching ads
Purchase Decision (PD)	PD <sub>1</sub> - Purchase of product	a. After seeing the "Djarum 76, Pngen Kurus" Edition ads, consumers decide to buy the product
		b. After seeing the "Djarum 76, Pngen Kurus" Edition ads, consumers make purchases wherever consumers want
		c. After seeing the "Djarum 76, Pngen Kurus" Edition ads, consumers make purchases whenever consumers want
		d. After seeing the "Djarum 76, Pngen Kurus" Edition ads, consumers make purchases of products in certain quantities

Source: Primary data processed (2018)

### 3.8. Measurement Scale of Research

Cited from Nurman (2016) in Sugiyono (2009:92), the definition of Measurement Scale of Research is agreement used as reference in determining the short length of an interval contained in the measuring instrument so that the tool used in the measurement gives the results of quantitative data. In this research, measurement scale that is used is likert scale. According to Zulganef (2008:296), likert scale is a design scale whose function tests the power of agreeing or not on a subject on a five-point scale.

- Value 5 for Strongly Agree (SA) answer
- Value 4 for Agree (A) answer

- Value 3 for Neutral (N) answer
- Value 2 for Disagree (D) answer
- Value 1 for Strongly Disagree (SD) answer

### 3.9. Data Analysis Technique

Data analysis technique used in this research is using Partial Least Square (PLS) method. PLS is a multivariate statistical technique that compares multiple dependent variables with multiple independent variables (Hartono & Abdillah, 2009: 11). Added by Hair et al. (2010), PLS is an alternative way of Structural Equation Modeling (SEM) whose use is intended to solve the problem of relationship between variables that are complex but the size of the sample data is relatively small. SEM method itself has a sample size of at least 100 data. On the other hand, PLS itself can also be used as confirmation of the theory and can also be used in building relationships that are not described in a theory.

Although the PLS method itself can be categorized as SEM but PLS and CBSEM have differences. The fundamental difference between PLS and SEM is related to research objectives. According to Hussein (2015) in Nurman (2016), PLS aims to make a prediction of a relationship, while SEM itself aims to confirm a theory.

#### *a. Structural Model*

Cited by Nurman (2016) from Hussein (2015), in the use of PLS method there are several structural steps that must be done, the stage is the outer model analysis, inner model analysis, and the last test Hypothesis.

#### 1. Outer Model Analysis

Outer Model explains the existence of a relationship between latent variables with each indicator owned or opposite each indicator associated with latent variables. The equation of the outer model in this research can be seen as in table below:

**Table 3.2**  
**Outer Model Equation**

Variable Type	Variable	Outer Model Equation
<b>Exogenous Latent Variables</b>	<b>Humor Appeal Advertising (HAA)</b>	$HAA1 = \hat{HAA1} (HAA) + \delta_1$
		$HAA2 = \hat{HAA2} (HAA) + \delta_2$
		$HAA3 = \hat{HAA3} (HAA) + \delta_3$
		$HAA4 = \hat{HAA4} (HAA) + \delta_4$
		$HAA5 = \hat{HAA5} (HAA) + \delta_5$
		$HAA6 = \hat{HAA6} (HAA) + \delta_6$
		$HAA7 = \hat{HAA7} (HAA) + \delta_7$
		$HAA8 = \hat{HAA8} (HAA) + \delta_8$
		$HAA9 = \hat{HAA9} (HAA) + \delta_9$
		$HAA10 = \hat{HAA10} (HAA) + \delta_{10}$
		$HAA11 = \hat{HAA11} (HAA) + \delta_{11}$
		$HAA12 = \hat{HAA12} (HAA) + \delta_{12}$
		$HAA13 = \hat{HAA13} (HAA) + \delta_{13}$
		$HAA14 = \hat{HAA14} (HAA) + \delta_{14}$
		$HAA15 = \hat{HAA15} (HAA) + \delta_{15}$
<b>Endogen Latent Variable</b>	<b>Brand Awareness (BAW)</b>	$BAW1 = \hat{BAW1} (BAW) + \varepsilon_1$
		$BAW2 = \hat{BAW2} (BAW) + \varepsilon_2$
		$BAW3 = \hat{BAW3} (BAW) + \varepsilon_3$
		$BAW4 = \hat{BAW4} (BAW) + \varepsilon_4$
<b>Endogen Latent Variable</b>	<b>Purchase Decision (PD)</b>	$PD1 = \hat{PD1} (PD) + \varepsilon_1$

Source: Primary data processed (2018)

Information:

HAA1...HAA15 = Exogenous latent variables indicator (Humor Appeal Ads)

BAW1...BAW4 = Endogen latent variables indicator (Brand Awareness)

PD1 = Endogen latent variables indicator (Purchase Decision)

$\delta_i$  = Level of measurement of exogenous variables  $i$

$\varepsilon_i$  = Level of measurement of exogenous variables of  $i$

$\wedge$  = Loading factor on each indicator

## 2. Inner Model Analysis

The second stage in the PLS, is the inner model and this model itself describes the relationship between latent variables. Therefore, to ensure the structural model then robust is used to see whether it is accurate or not.

The inner model equation in this research is as follows:

$$BAW = \beta_1 HAA + \zeta$$

$$PD = \beta_2 BAW + \zeta$$

Information:

BAW = Endogen latent variables (Brand Awareness)

PD = Endogen latent variables (Purchase Decision)

HAA = Exogenous latent variables (Humor Appeal Advertising)

$\beta_1$  = Humor Appeal Advertising coefficient

$\beta_2$  = Brand Awareness coefficient

$\zeta$  = Error measurement

## 3.10. Structural Model Analysis

### 3.10.1. Outer Model Analysis

Outer model analysis has a function to ensure that the size to be used deserves to be used as a valid and reliable measurement. The outer analysis of



this model provides specific specifications on the relationship between latent variables with the indicators concerned, or it could be arguably below the model outer gives meaning to how each indicator has a relationship with its latent variables. (Hussein, 2015) Tests applied to outer model are:

*a. Validity Test*

Validity Test is a test instrument that can measure what should be used (Ghozali, 2008). In addition, validity consists of two namely convergent validity and discriminant validity.

1. Convergent Validity

According to Ghozali (2008), the indicator is valid if it is statistically significant. For the value of convergent validity or can also be seen from the factor loading values in latent variables with the indicator of  $>0.7$  is considered to have good validity for the research.

2. Discriminant Validity

Ghozali (2008) also explained that discriminant validity values is value of cross loading used to know that the variable has a sufficient discriminant, the way used is to compare the loading value on a destination variable so it must be greater than the value of loading of other variables. Alternatives can also be used to measure discriminant validity by using the relationship between one variable with another variable in a model. A model can be inferred to have significant discriminant validity when the Average Variance Extracted (AVE) root in each variable has a greater value than the relationship between

variables with each other on a model. The measurement value should be bigger than 0.5. To have clearer understanding, the following table mish helps:

**Table 3.3**  
**Validity Test**

Validity Test	Parameter	Value
Convergent	Loading Factor	$>0.5 - 0.7$
	Average Variance Extracted (AVE)	$>0.5$
Discriminant	Cross Loading	$>0.5 - 0.7$
	AVE root and Latent Variable Correlation	AVE root $>$ Latent Variable Correlation

Source: Primary data processed (2018)

b. Reliability Test

Reliability is an index that provides clues to the extent to which measurement tools are reliable and reliable. If a measurement tool is used twice or more in the same case then the results are still relatively consistent, from which it can be concluded or said reliable. From the above explanation, it can be drawn also the conclusion that reliability shows a consistency value. Test of reliabilities in PLS is done by:

1. Composite Reliability

According to Hussein (2015), data that have composite reliability  $>0.7$  means that the data has a high reliability.

**3.10.2. Inner Model Analysis**

According to Hussein (2015), the purpose of inner model analysis is to ensure that structural models are robust and accurate. To see the evaluation of inner models, the following indicators can be used:

a. Coefficient of Determination ( $R^2$ )

The value of  $R^2$  is used to measure the degree of variation in exogenous latent variables change to endogenous. If the result of  $R^2$  value is higher, then the model is better.

b. Predictive Relevance ( $Q^2$ )

It is used to measure how good the observation value generated from the model and its parameter estimation. If the value of  $Q^2$  shows more than 0 then the model has predictive relevance, and if it is less than 0 then the model lacks predictive relevance. The formula for calculating  $Q^2$  can be done using the following formula:

$$Q^2 = 1 - (1 - R_1^2)(1 - R_2^2) \dots (1 - R_p^2)$$

$Q^2$  has a value with the range  $0 < Q^2 < 1$ . If the value is closer to 1 means the model the better.

c. Goodness of Fit Index (GoF)

GoF is measured by utilizing  $R^2$  latent variable dependent with the same interpretation with regression.

### 3.11. Hypothesis testing

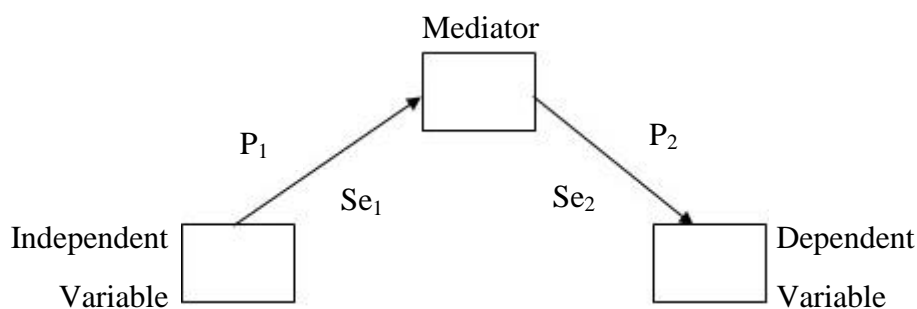
As Hussein (2015) asserted, hypothesis testing can be obtained from t-statistics and a probability value. In testing hypothesis, it used 5% alpha statistic value and the value used is 1.96%. From there it can be seen the criterion rejection or acceptance Hypothesis is  $H_a$  and  $H_0$  is rejected when t-statistic bigger

than 1,96%. For rejection or acceptance of hypotheses using probabilities then  $H_a$  is accepted when the p value is less than 0.05.

In addition, according to Jaya and Sumertajaya (2008) testing conducted using t-test shows that if p-value obtained is  $<0.05$  (alpha 5%) it can be concluded significant and vice versa. If the results obtained from testing the hypothesis on the outer model are significant, the condition explains that the indicator can be used as a latent variable measuring instrument. Then if the results obtained on the test of the inner model are significant, then it can be interpreted there is a major influence of latent variables on other latent variables.

### 3.12. Sobel Method

The mediation variable is a point found in this study. According to Tuckman (2012), the mediation variable is a variable that theoretically gives the effect of independent variables with dependent variable into an indirect relationship that can be observed and measured. Briefly it can be explained that this variable becomes a bridge between independent variable and dependent one. In conducting hypothesis testing the role of mediation can use the sobel test, for example it is shown as follows:



$$P_{12} = P_1 \cdot P_2$$

$$Se_{12} = Se_1 \cdot Se_2$$

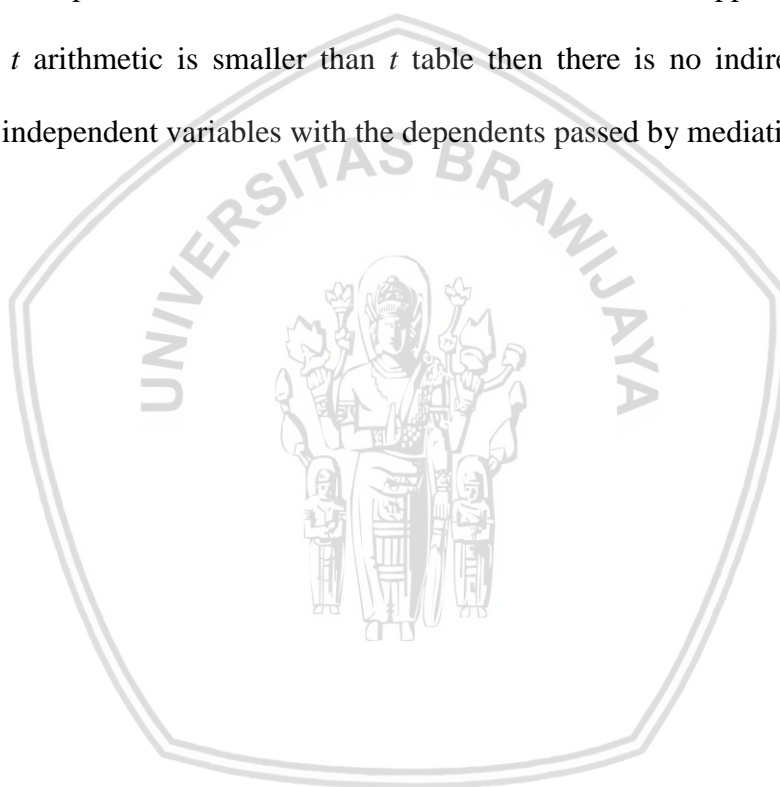
$$t = P_{12} / Se_{12}$$

Information :

P = Path Coefficient or Original Sample

Se = Standard Error or Standard Deviation

If the obtained value of  $t$  arithmetic is greater than  $t$  table, it can be concluded there is an indirect influence between independent and dependent variables that pass the mediation variables. It also affects the opposite, when the value of  $t$  arithmetic is smaller than  $t$  table then there is no indirect influence between independent variables with the dependents passed by mediation.



## CHAPTER IV

### RESULT AND DISCUSSION

#### 4.1. Overview of Research Objects

The purpose of this research is to see how big the influence of humor appeal advertising variable in a television advertisement of Djarum 76 product to form brand awareness and purchase decision after consumer or society watch the advertisement. Cigarette manufacturers have to work more extra in building brand awareness of their products as in the cigarette advertising process. Cigarette advertisements are advertisements that are in the process of making and serving them set by Government Regulations.

In Indonesia, there are restrictions on cigarette advertisement class time in television media from 21.30 - 05.00 WIB. Also, the government prohibits the promotion of cigarettes that demonstrate the form of the cigarette. Thus, it is then the standard requirement that must be adhered to in producing cigarette advertisement. Some cigarette manufacturers get around this by trying to display a good image through cigarette advertisements displayed. Djarum 76 advertisements as we know often features social themes that we can understand as a form of social criticism. By bringing up the genie in each of its ads, Djarum 76 tries to tell his product as a producer that concentrates on social issues, such as corruption, gender issues, and relationship problems. The image that emerged from the advertisement was that Djarum 76 cared about the existing social



problems, which were then raised in parody but full of social meaning and criticism.

#### 4.2. Characteristics Description of Respondents

The explanation of respondents in this study can be seen in the following table:

**Table 4.1**  
**Distribution of Respondents**

Classified by Sex			
No.	Gender	Amount	Percentage
1	Male	137	91.3%
2	Female	13	9.6%
Total		150	
Classified by Age			
No.	Age	Amount	Percentage
1	18-20 years old	17	11.3%
2	20-35 years old	124	82.6%
3	35-55 years old	9	6%
4	>50 years old	-	-
Total		150	100%
Classified by Latest Education			
No.	Latest Education	Amount	Percentage
1	SD-SMP/Sederajat	3	2%
2	SMA/Sederajat	61	40,6%
3	Diploma/S1	83	55,3%
4	S2/S3	3	2%
Total		150	100%
Classified by Occupation			
No	Work	Amount	Percentage
1	College Students	100	66.6%
2	Government Employees	1	0,6%
3	Private Employees	16	10,6%
4	Entrepreneur	25	16,6%
5	Freelance	8	5,3%
Total		150	
Classified by Monthly Income			
No.	Monthly Income	Amount	Percentage
1	< Rp. 1.000.000	37	24,6%
2	Rp. 1.000.000 – Rp. 4.000.000	92	61,3%

Table 4.6 Continued

No.	Monthly Income	Amount	Percentage
3	Rp. 4.000.000 – Rp. 8.000.000	15	10%
4	> Rp. 8.000.000	6	4%
<b>Total</b>		150	

Source: processed data (2018)

According the table above, it can be seen that the comparison between male respondents with women is very much different. Male respondents were 137 people with percentage of 91.3% and female respondents consist only 13 people with percentage of 8,6% and the total male and female respondents if added is as many as 150 people. The majority of respondents are men because the type of product offered in advertising is clove (*kretek*) cigarettes that the majority of consumers are men.

In this study, the age of the respondents is divided into four parts. Based on the data above respondents with age between 20 to 35 years dominate the data when compared to other respondents in the vulnerable age there are 124 respondents with a percentage of 82.8%. Respondents from the age 35 to 55 years are the least amounted to 9 people with a percentage of only 6%. Respondents with age of less than 20 years were obtained with 17 respondents with a percentage of 11.3%, and in the age above 50 years the researcher did not get the respondent from that category, so the overall respondents counted is 150 people. From these data it can be concluded that the active consumer of the product of Djarum 76 advertisement comes from the society with the vulnerable age between 20 to 35 years old.

The latest education level of a person can influence how the person in making decisions because the environment experienced always vary between levels of education with one another. The data above shows the latest education data from 150 questionnaires obtained by the researcher. The composition of the table for elementary school, junior high school or equivalent is only obtained as many as 3 respondents (2%). Then at the high school level or equivalent obtained as many as 61 respondents (40,6%) and then for those having undergraduate degree or S1 Diploma reaches 83 respondents with a percentage of 55,3%. Finally, for the highest education level which is post graduate degree and doctorate degree there found 3 respondents (2%).

From the data concerning the latest education level, there comes the conclusion that those participating in this study are dominated by those having undergraduate degree as their latest education level. It happens because in the process of data collection it was found out that that category has the high number of active smoker. Besides, the location for questionnaire distribution is also limited in the areas of campuses in malang. The type of occupation a person has can affect the form of purchases made by a person because each occupation has certain characteristics in relation to its people or different environments.

The table 4.1 shows the composition of respondents in this study. Those having an occupation as student is 100 respondents (66.6%). Then respondents having an occupation as government officer (civil servant) is 1 person (0,6%) private employee 16 people with percentage of 10,6%, followed by job as entrepreneur counted 25 people with percentage 16,6%. Last, there are 8

respondents with a percentage of 5.3% who don't have jobs. The college student respondents become dominant because the distribution of questioner is done on campus area in Malang

Also a person's income is a significant point because it is directly related to a person's consumption pattern, usually the greater the income that a person has, the greater the consumption pattern made by the consumer. The table below describes the data of 150 respondents in this study viewed from respondent's income:

From the table 4.1 above the number of respondents with income of less than Rp 1,000,000 is 37 people with a percentage of 24,6%. Next, respondents having income between Rp. 1.000,000 to Rp. 4.000,000 have the biggest number of respondents compared to others for 92 respondents (61,3%). Meanwhile, those having income for Rp. 1,000,000 to Rp. 4,000,000 can be said to be appropriate because that income range is the income of students aged 20 to 35 years. Then the respondents having income range between Rp. 4,000,000 - Rp. 8.000.000 is 15 respondents (10%) and last there are 6 respondents (4%) who have income of more than Rp. 8,000,000.

#### **4.2. Descriptive Analysis of Variables**

Descriptive analysis is done on the whole data that has been analyzed by the researcher with the goal to be further processed. The function and purpose of this measurement is to get the conclusion because with this measurement the researcher will get a picture about sample in outline so that it can approach the point of truth of population. The tool used in this research is SmartPLS software version 2.0 M3.

#### 4.2.1. Humor Appeal Advertising

Based on data acquisition conducted on 150 respondents in this study the mean value of all indicators on the Humor Appeal Advertising variable is 3.67 for the mean. From that result, the researcher can conclude that the average respondent agreed on the statement related to Humor Appeal Advertising variable because the average score is 3.67

**Table 4.2**  
**Descriptive Statistics Humor Appeal Advertising**

Indicator	Item	Frequency					Mean
		1	2	3	4	5	
Jokes	HAA1	5	10	26	69	40	3.86
	HAA2	8	12	34	61	35	3.69
	HAA3	8	9	44	60	29	3.62
Dress & Physical attractiveness	HAA4	7	14	44	56	29	3.57
	HAA5	8	10	48	59	25	3.55
	HAA6	5	11	51	58	22	3.50
Humor Behavior	HAA7	7	10	26	72	35	3.79
	HAA8	6	8	35	72	29	3.73
	HAA9	6	8	42	65	29	3.69
Humor Reference	HAA10	8	13	39	58	32	3.62
	HAA11	4	8	41	69	28	3.73
	HAA12	5	10	42	63	30	3.69
Humor Embeds	HAA13	5	12	35	69	29	3.70
	HAA14	5	8	42	73	22	3.66
	HAA15	7	7	47	67	22	3.60
							3.67

Source: processed data (2018).

If it is associated with the scale of the answer of 1 to 5, it is more than half assuming that the respondents agree on the statement stating that “Djarum 76 cigarette advertising video “Pengen kurus” edition displays elements of humor to attract the attention of the audience”. The highest average value of the Humor

Appeal Advertising variable is HAA1 with a value of 3.86 which means that the item explains that the respondents agree that the jokes in the cigarette advertising video Djarum 76, "Pengen kurus" edition has displayed funny jokes. The lowest average value in the Humor Appeal Advertising variable is HAA6 which is 3.50 displaying actors having costume and face that contain elements of humor favored by the audience. This means that respondents seems to have less likeness regarding the actor's costume and face that contain elements of humor favored by the audience in the cigarette advertising video Djarum 76, "Pengen kurus" edition.

#### 4.2.2. Brand Awareness

**Table 4.3**  
**Descriptive Statistics Brand Awareness**

Indicator	Item	Frequency					Mean
		1	2	3	4	5	
Top of Mind	BAW1	33	29	23	44	21	2.94
Brand Recall	BAW2	8	22	28	58	34	3.59
Brand Recognition	BAW3	11	28	25	57	29	3.43
Unaware of Brand	BAW4	38	22	22	48	20	2.93
							3.22

Source: processed data (2018)

Based on the results of data taken from 150 respondents, the results obtained for the brand awareness variable is 3.22 for the mean value of the variable. From these results it can be slightly concluded that the answer of 150 respondents is mostly neutral even though the number or value is more than half if it is seen from



the scale of 1 to 5. The researcher conclude that respondents slightly agree if the brand comes out in the first memory after seeing the ad is brand Djarum 76.

The BAW2 indicator has the highest average of 3.59 regarding the item stating "The "Djarum 76" brand comes in as a known brand category after seeing the video ad" which means that respondents can start remembering the Djarum brand after the respondent has finished or have seen the Djarum 76 cigarette advertising video "Pengen kurus" edition. While the BAW4 indicator has the lowest average of 2.93 regarding the item stating "Consumers do not know the brand Djarum 76 before watching the video ad "Djarum 76, edition Pengen Kurus". So it can be interpreted that consumers has known the brand before watching the ad.

#### 4.2.3. Purchase Decision

**Table 4.4**  
**Descriptive Statistics Purchase Decision**

Indicator	Item	Frequency					Mean
		1	2	3	4	5	
Purchase of Product	PD1	27	36	26	47	14	2.90
	PD2	33	36	25	39	17	2.81
	PD3	34	34	24	45	13	2.79
	PD4	45	31	26	33	12	2.61
							2.78

Source: processed data (2018)

The results obtained from the data of 150 respondents of the third variable is, 2.78 for the mean value on this variable purchase decision with the assumption that most respondents respond with a neutral answer for this variable although the number is greater than half of the scale 1 until 5. Respondents answered a little

agree to make a purchase after the respondent watched the Djarum 76 cigarette advertising video "Pengen kurus" edition.

The PD1 indicator has the largest average value of 2.90 with the item "After seeing the "Djarum 76, Pengen Kurus," the consumer wants to buy the product ". This means the respondent agreed to make a purchase after seeing the ad. But we must consider the number of the average value that is only 2.90, which means that the respondent refers to the neutral answer or maybe there are a lot who say disagree. The PD4 indicators deal with the statement "After the Djarum 76 advertisement, the edition of "Pengen kurus", consumer make purchases of products in certain quantity" has the lowest average value of 2.61. This means the respondent giving disagree answer to make purchases of products in certain quantity after seeing the ad.

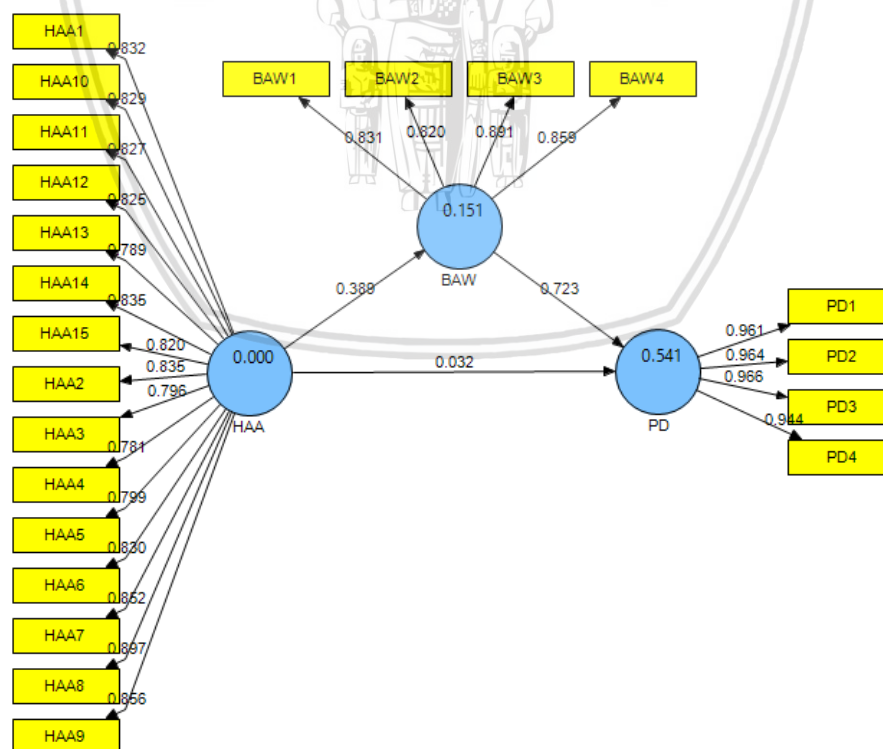
#### **4.3. Data Analysis**

Data processing technique used SEM method is based on Partial Least Square (PLS). PLS Software in this study used software developed at the University of Hamburg Germany, named SMARTPLS version 2.0 M3. In the PLS method there are two stages namely the first stage is the evaluation of outer model or model of item questioning of the variable. The second stage is an evaluation of the inner model or structural model to find out the results of hypothesis testing used. In this test, we also estimated the path coefficients that identify the strength of the relationship between exogenous variables and endogenous variables.

### 4.3.1. Outer Model Analysis

There are three criteria in using data analysis techniques with SmartPLS to assess the outer model of Convergent Validity, Discriminant Validity and Composite Reliability. Convergent validity of measurement model with reflexive indicator is judged by correlation between item score / component score estimated with PLS Software. Individual reflexive sizes are said to be high if they correlate more than 0.70 with measured constructs. However, according to Chin, 1998 (in Ghozali, 2006) for a preliminary study of the development of measurement scale the loading values of 0.5 to 0.6 are considered sufficient. This research used the load factor limit of 0.50.

**Figure 4.1**  
**Structural Model (Outer Model)**



Source: Data Processing With PLS, 2018

#### 4.3.1.1. Convergent Validity

Convergent validity aims to determine the validity of each relationship between question items used with latent variables. The convergent validity of the measurement model with the reflexive indicator is judged by the correlation between the item score or component score with the latent variable score or construct score calculated by the PLS.

Test results if the loading factor value above 0.7 is said to be ideal and valid. However, the loading factor value above 0.5 is also acceptable but if the loading factor value is below 0.5 then the item used must be removed from the model. In this study, the use of critical value is 0.6. Here is presented the results of outer loading for each of the indicators possessed by each exogenous and endogenous latent variable obtained from data if using SmartPLS:

**Table 4.5**  
**Outer Loadings (Mean, STDEV, t-Values)**

	Original Sample (O)	Standard Deviation (STDEV)	T Statistics ( O/STERR )	p-Value
HAA1 <- HAA	0.8315	0.0346	24.01	0.000
HAA2 <- HAA	0.8352	0.0298	28.0713	0.000
HAA3 <- HAA	0.7958	0.0579	13.7566	0.000
HAA4 <- HAA	0.7806	0.0413	18.8979	0.000
HAA5 <- HAA	0.7992	0.0342	23.344	0.000
HAA6 <- HAA	0.8297	0.0355	23.3547	0.000
HAA7 <- HAA	0.8516	0.0337	25.2349	0.000
HAA8 <- HAA	0.8965	0.0208	43.1079	0.000
HAA9 <- HAA	0.8565	0.033	25.9455	0.000
HAA10 <- HAA	0.8287	0.0301	27.5587	0.000
HAA11 <- HAA	0.8265	0.0325	25.4184	0.000
HAA12 <- HAA	0.825	0.0342	24.1055	0.000
HAA13 <- HAA	0.7887	0.048	16.4402	0.000
HAA14 <- HAA	0.8346	0.0396	21.0849	0.000
HAA15 <- HAA	0.8204	0.0379	21.6735	0.000

Table 4.5 Continued

	Standard Deviation (STDEV)	T Statistics ( O/STERR )	p-Value	Original Sample (O)
BAW1 <- BAW	0.8308	0.0283	29.398	0.000
BAW2 <- BAW	0.8202	0.0418	19.6236	0.000
BAW3 <- BAW	0.8906	0.0248	35.9587	0.000
BAW4 <- BAW	0.8587	0.0234	36.6774	0.000
PD1 <- PD	0.9614	0.0114	84.1193	0.000
PD2 <- PD	0.9639	0.0119	81.2683	0.000
PD3 <- PD	0.9661	0.0098	99.0469	0.000
PD4 <- PD	0.9443	0.0142	66.5337	0.000

Source: Data Processing With PLS, 2018

Table 4.5 illustrates the value of the loading factor (convergent validity) of each indicator. The loading factor value  $> 0.6$  can be said to be valid. From this table, it is known that all loading factor values of the Humor Appeal Advertising and Brand Awareness and Purchase Decision indicators are greater than 0.7. This indicates that these indicators are valid.

#### 4.3.1.2. Discriminant Validity

Discriminant Validity is used to prove that latent constructs predict the size of the constituent variable is better than the size of the other variables. Discriminant Validity of the measurement model with reflexive indicators is judged on the basis of cross loading measurements with constructs.

After convergent validity, the next evaluation is to see discriminant validity with cross loading. Discriminant validity of the measurement model is assessed based on the measurement of cross loading by construct. If the construct correlation with the measurement principal (each indicator) is greater than the size of the other construct, the latent construct predicts the indicator better than the other construct. The model has good discriminant

validity if each loading value of each indicator of a latent variable has the largest loading value with another loading value against other latent variables.

Discriminant validity test results are obtained as follows:

**Table 4.6**  
**Cross Loading Value**

	<b>BAW</b>	<b>HAA</b>	<b>PD</b>
BAW1	<b>0.831</b>	0.248	0.742
BAW2	<b>0.820</b>	0.366	0.478
BAW3	<b>0.891</b>	0.403	0.600
BAW4	<b>0.859</b>	0.319	0.649
HAA1	0.294	<b>0.832</b>	0.248
HAA10	0.322	<b>0.829</b>	0.189
HAA11	0.351	<b>0.827</b>	0.313
HAA12	0.295	<b>0.825</b>	0.284
HAA13	0.305	<b>0.789</b>	0.219
HAA14	0.262	<b>0.835</b>	0.195
HAA15	0.322	<b>0.820</b>	0.248
HAA2	0.394	<b>0.835</b>	0.310
HAA3	0.246	<b>0.796</b>	0.229
HAA4	0.349	<b>0.781</b>	0.293
HAA5	0.324	<b>0.799</b>	0.285
HAA6	0.308	<b>0.830</b>	0.280
HAA7	0.312	<b>0.852</b>	0.190
HAA8	0.361	<b>0.897</b>	0.260
HAA9	0.323	<b>0.857</b>	0.281
PD1	0.749	0.348	<b>0.961</b>
PD2	0.704	0.303	<b>0.964</b>
PD3	0.701	0.293	<b>0.966</b>
PD4	0.662	0.251	<b>0.944</b>

Source: Data Processing With PLS, 2018

Based on the value of cross loading, it can be seen that all indicators that make up each variable in this study (the value in bold) has met the discriminant validity because it has the largest outer loading value for the



variables it formed and not on other variables. Thus all indicators in each variable in this study have met the discriminant validity.

#### 4.3.1.3. Reliability Test / Model Evaluation

Evaluation of measurement model with square root of average variance extracted is to compare the value of AVE root with correlation between constructs. If the AVE root value is higher than the correlation value between the constructs, then good discriminant validity is achieved. In addition, AVE values are greater than 0.5 are strongly recommended.

The next test to analyze the outer model is to look at the construct reliability of the latent variable measured by two criteria, namely composite reliability and cronbach alpha from the indicator block measuring the construct. The construct is declared reliable if the value of composite reliability and the value of cronbach alpha is above 0.70. Here's the Evaluation of PLS Model:

**Table 4.7**  
*Goodness of Fit*

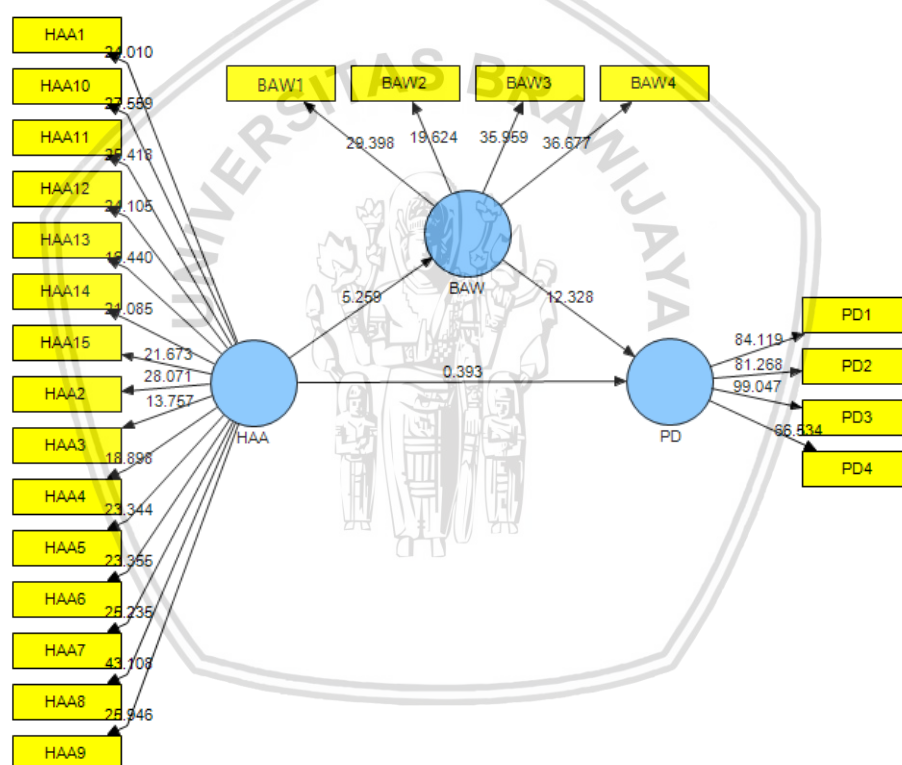
Construct	AVE	Composite Reliability	Cronbachs Alpha
HAA	0.6842	0.9701	0.967
BAW	0.7233	0.9126	0.8727
PD	0.9196	0.9786	0.9709

Source: Data Processing With PLS, 2018

The AVE value for the four constructs is greater than 0.5 so it can be concluded that the model measurement evaluation has a good discriminant validity.

In addition to the construct validity test, construct reliability test is also measured by the criteria of composite reliability test and *Cronbach Alpha* from the indicator block measuring the construct. The construct is declared reliable if the value of composite reliability and *Cronbach Alpha* is above 0.70. So it can be concluded that the construct has good reliability.

#### 4.3.2. Inner Model Evaluation



**Figure 4.2**  
**Structural Model (Inner Model)**

Source: Data Processing With PLS, 2018

Inner model or structural model testing is done to see the relationship between construct significance value and R-square of research model. The structural model

is evaluated by using R-square for the t test dependent construct as well as the significance of the structural path parameter coefficients.

#### 4.3.2.1. Coefficient of Determination ( $R^2$ )

The structural model test is done by looking at the R-square value which is a goodness-fit test model.

**Table 4.8**  
**R-Square Value**

Variable	R Square
BAW	0.1512
PD	0.5414

Source: Data Processing With PLS, 2018

In principle, this research uses two endogenous variables that are influenced by other variables, namely Brand Awareness (BAW) variable that is influenced by Humor Appeal Advertising (HAA) variable. Similarly, the variable Purchase Decision (PD) is influenced by the Humor Appeal Advertising (HAA) and Brand Awareness (BAW) variables.

Table 4.8 shows the value of R-square for Brand Awareness variables obtained for 0.1512. The R-square value shows that 15,12% Brand Awareness (BAW) variable can be influenced by Humor Appeal Advertising (HAA) variable, while the remaining 84.88% is influenced by other variables outside of the studied. Table 4.8 shows the value of R-square Purchase Decision of 0.5414 indicates the variables of Purchase Decision (PD) is influenced by Humor Appeal Advertising (HAA) and Brand Awareness (BAW) by 54.14%

while the remaining 45.86% in influencing by other outside variables being researched.

#### 4.3.2.2. Predictive Relevance ( $Q^2$ )

Goodness of Fit Model is measured using R-square latent variable dependent with same interpretation with regression, whereas Q-Square predictive relevance for structural model, predictive relevance is used to measure how well the conservation value generated by model and also parameter estimation. Quantity  $Q^2$  has a value with the range  $0 < Q^2 < 1$ , which is closer to 1 means the model is getting better. The quantity of  $Q^2$  is equivalent to the total determination coefficient in the path analysis.

Based on Table 4.8, the calculation of predictive relevance is as follows.

$$\begin{aligned}
 Q^2 &= 1 - (1 - R^2) \times (1 - R^2) \\
 Q^2 &= 1 - (1 - 0.1512) \times (1 - 0.5414) \\
 &= 0.6107
 \end{aligned}$$

Information:

$Q^2$  : Predictive Relevance value

$R_1^2$  : R-Square value of Brand Awareness variable

$R_2^2$  : R-Square value of Purchase Decision variable

From the calculation results, the obtained value of  $Q^2$  is 0.6107, meaning that the amount of data diversity of research that can be explained by structural model designed is 61.07%, while the remaining 38.93% is explained by other factors outside the model. Based on this result, it can be categorized as structural model in this research is good because it is closer to value 1.

#### 4.4. Hypothesis Testing

##### 4.4.1. Direct Effect Testing

The research hypothesis is tested using the value of parameter significance that is estimated to provide information that is very useful about the relationship between research variables. In the PLS statistical test each hypothesized relationship is performed using a simulation. In this case the bootstrap method is performed on the sample. Testing with bootstrap is also intended to minimize the problem of research data abnormalities. The test results with bootstrapping from PLS analysis are as follows:

**Table 4.9**  
**Hypothesis Testing Results**

Hypothesis	Variable	Coefficient of Estimation	T-Statistic	p-value
H1	HAA -> PD	0.0322	0.3933	0.695
H2	HAA -> BAW	0.3888	5.2587	0.000
H3	BAW -> PD	0.7227	12.3284	0.000

Source: Data Processing With PLS, 2018

The structural equation obtained is:

$$\text{BAW} = 0.3888 \text{ HAA}$$

$$\text{PD} = 0.0322 \text{ HAA} + 0.7227 \text{ BAW}$$

The result of hypothesis analysis used in hypothesis test is t value. Hypothesis testing can be done by comparing t-statistic with t-table. T-table value can be obtained from 150 respondents which ultimately got t-table amounted to 1,960. However, if using the p-value value then the comparative value used is the value of error rate ( $\alpha$ ) of 5%. The results of the research hypothesis testing are as follows:

**1. Hypothesis Testing 1 (Humor appeal advertising has a significant influence on purchase decision.)**

Seen from the result of hypothesis testing above between the influence of Humor Appeal Advertising (HAA) to Purchase Decision (PD) appears the coefficient value of 0.0322 and raises the t-statistic value only 0.3933. From the two values data, the t-statistic value between Humor Appeal Advertising (HAA) and Purchase Decision (PD) raises the value 0.3933 which is smaller than t-table 1.96 so that it can be interpreted Humor Appeal Advertising (HAA) variable has positive effect on Purchase Decision PD) but not significant. From the background it can be interpreted that **Hypothesis 1 is rejected.**

**2. Hypothesis Testing 2 (Humor appeal advertising has a significant influence on consumer brand awareness.)**

The result of hypothesis test of Humor Appeal Advertising variable to Brand Awareness was obtained path coefficient of 0.3888 and t-statistic of 5,2587. Because of that, the value of t-statistics is greater than t-table (1,960) or  $p(0,000) \leq 0.05$ . Hence  $H_0$  results are rejected and  $H_1$  accepted, so Humor Appeal Advertising has a direct and significant influence on Brand Awareness. This means that **hypothesis 2 is accepted.**

**3. Hypothesis Testing 3 (Brand awareness has a significant influence on purchase decision)**

The result of hypothesis test of Humor Appeal Advertising variable to Purchase Decision obtained by path coefficient 0,7227 and t-statistic equal to



12,3284. Because of that, the value of t-statistics is greater than t-table (1,960) or  $p(0,000) \leq 0.05$ . Hence the results of H0 rejected and H1 accepted, so that Humor Appeal Advertising has a direct and significant influence on Purchase Decision. So in this case, **Hypothesis 3 is accepted.**

#### 4.4.2. Indirect Effect Testing

In the relationship between Humor Appeal Advertising and Purchase Decision, there are alleged variables of Brand Awareness as intervening variable. The research hypothesis tested is as follows:

**H4: Humor Appeal Advertising affects Purchase Decision through Brand Awareness.**

The calculation of the effect of Brand Awareness as intervening variable is as follows:

Structural equations:

$$Y = PYX + (PYX \times PYZ)$$

Direct Effect of Humor Appeal Advertising to Purchase Decision of 0.0322

$$\text{Indirect Effect (IE)} = \text{PHAABAW} \times \text{PBAWPD}$$

$$= 0,3888 \times 0,7227$$

$$= 0,281$$

$$\text{Total Effect (TE)} = \text{PHAAPD} + (\text{PHAABAW} \times \text{PBAWPD})$$

$$= 0,0322 + 0,281$$

$$= 0,3132$$

The effect of indirect influence and the total influence of relationships among variables by using the Sobel Formula has been presented in a summary of the results. The summary is seen in Table 4.10

**Table 4.10**  
**Recapitulation of Indirect Influence**

Direct Coefficient		Standard Error		Indirect Coefficient	s.e Sobel	t-Statistic
0.3888	0.7227	0.0739	0.058	0.281	0.0582	4.826

Source: Data Processing With PXLs, 2018

The amount of indirect standard error or standard error using the calculation of the Sobel Formula, so obtained as follows:

$$\begin{aligned}
 Se_{12} &= \sqrt{P_1^2 \cdot S_{e2}^2 + P_2^2 \cdot S_{e1}^2 + S_{e1}^2 \cdot S_{e2}^2} \\
 &= \sqrt{(0,3888)^2 \cdot (0,0586)^2 + (0,7227)^2 \cdot (0,0739)^2 + (0,0739)^2 \cdot (0,0586)^2} \\
 &= 0,0582
 \end{aligned}$$

Thus the t test value is obtained as follows:

$$t\text{-statistic} = \frac{P_{12}}{Se_{12}} = \frac{0,281}{0,0582} = 4,826$$

Based on Table 4.10 can be obtained indirect influence as follows:

#### **4. Hypothesis Testing 4 (Brand Awareness has a significant mediating role the influence of humor appeal advertising to purchase decision)**

The result of the fourth hypothesis test shows that the correlation of Humor Appeal Advertising (HAA) with Purchase Decision (PD) through Brand Awareness (BAW) shows the value of indirect path coefficient of 0.2815 with a statistical t value of 4.826. The t-statistic value is greater than t table (1,960) or p (0,000) <0.05. This result means that Brand Awareness has

a significant mediating role the influence of humor appeal advertising to purchase decision. The above results show that  $H_0$  is rejected this means

**Hypothesis 4 is accepted.**

Based on an explanation of the indirect effect on Purchase Decision, it is found that the Humor Appeal Advertising directly affects Purchase Decision. Besides, Humor Appeal Advertising also gives indirect influence to Purchase Decision through Brand Awareness.

#### **4.5. Discussion of Hypothesis Testing Results**

Humor Appeal Advertising, Purchase Decision and Brand Awareness are applied in this research to reveal the influence of Humor Appeal that has been used by Djarum 76 brand on their consumer purchase decision. The analysis used is the data testing method of partial least square. The data were collected by using questionnaires which have been tested in terms of its validity and reliability so it is valid and reliable. Then the data were tested using Coefficient of Determination and Predictive Relevance. After all the tests were done, the hypotheses were analyzed by t test to find the direct effect testing and the indirect effect testing.

From the results that were gained from the tests done, it can be concluded that humor appeal advertising has no directly significant influence to purchase decision. But humor appeal advertising has significant influence to brand awareness, and brand awareness has significant influence to purchase decision. Considering these results, Humor appeal advertising is an effective appeal to gain more brand awareness from the Djarum 76 consumer. Thus, Brand awareness has

a significant mediation role in the influence of humor appeal advertising to purchase decision.

#### **4.5.1. The Influence of Humor Appeal Advertising to Purchase Decision**

The results of testing for the first hypothesis, this study proves that the ads that use the method of Humor Appeal Advertising or provide elements of humor on advertising to give effect to consumer purchasing decisions but no significant effect. This is in line with what Roman and Maas (1976) in Douglas (2006) wrote , “Everyone likes funny commercials. Creative people like creating them. Advertisers are pleased to be running them. The consumer enjoys them. The only problem is: People laugh at the joke and forget the product telling it”.

Basically the content of humor inserted in an ad is indeed good to attract the attention of consumers or spectators, but to reach the point where consumers buy the product is still somewhat unsuccessful. The condition must also be adapted to the various characters of every culture of society that exists in each country. Moreover, humor is relatively dependent on the subjectivity of the individuals who watch it. So there are those who think funny so interesting to follow, but also there is a not so funny at all so will be ignored. If it is left continuously ads whose original purpose of generating sales value may turn down the purchasing rate because the public or consumer thinks the advertisement is merely an ad entertainer. Moreover, cigarette advertisement is very tight in Indonesia so it really only shows a comedy element in it.

A research conducted by Mehmood & Massod (2016) entitled “Impact of Humor in Advertising on Consumer Purchase Decision: A Study on Ufone

Network from Telecommunication Sector in Pakistan"Impact of Humor in Advertising on Consumer Purchase Decision: A Study on Ufone Network from Telecommunication Sector in Pakistan" explained that humor in advertising has significant impact on consumer purchase decision.

Perhaps when compared with this study, Djarum 76 cigarette customers are people who are already aged and have medium to low economic conditions. Djarum 76 is a type of SKT (*Sigaret Kretek Tangan*) cigarette that is not usually consumed by young people, because they usually prefer to buy SPM (*Sigaret Putih Mesin*) cigarettes that have higher levels of tar and nicotine (100% tobacco). Unlike older people who prefer to consume SKT cigarettes that contain fewer tobacco and mixed with cloves so that tar and nicotine levels are lower. Price Djarum 76 is also quite affordable when compared with cigarettes SPM preferred by students in general. Looking at these conditions, it can be concluded that respondents who mostly students feel that by watching the ad that have elements of humor does not affect them to buy a cigarette Djarum 76.

#### **4.5.2. The Influence of Humor Appeal Advertising to Brand Awareness**

The results of research conducted with reference to the data of 150 respondents obtained the influence of Humor Appeal Advertising on Brand Awareness in cigarette advertising video Djarum 76, "Pengen kurus" edition has a positive and significant impact. These conditions illustrate that the element of humor in advertising can be a very effective way to get the attention of consumers.

The results of this hypothesis are also supported by Arisandi (2017) in a study entitled "*Pengaruh Humor Appeals Terhadap Brand Awareness Pada Iklan Televisi*". In his research it is stated that ads that use the element of humor in it, has a profound effect in building brand recognition. Humor is considered very important in building a fondness for advertising so that positive feelings arise is able to create brand awareness. So the company that wants the brand or the product is always remembered and has a high awareness by the consumers can take advantage of ads with humor content in it. The basis used in this method is to utilize emotions or emotional appeals by using the element of humor. The use of humor as an emotional appeal is very interesting because it can attract attention and can cause attractive.

Djarum has been very consistent in giving a different touch of humor in each ad that is shown to the people of Indonesia by utilizing human emotions of humor. Brand awareness that has been achieved by tobacco companies Djarum is already considered good and hope still brings the form of advertising that can still maintain a high awareness to consumers.

#### **4.5.3. The Influence of Brand Awareness to Purchase Decision**

Hypothesis test results on brand awareness or brand awareness of consumer purchasing decision is positive and significant. The analysis is the higher awareness consumers have about a product and brand, the higher the likelihood that the consumer will make on a purchase decision related to the product. According to Febriana, Kumadji, & Mawardi, (2015) conducted a study entitled "*Pengaruh Iklan Televisi Terhadap Kesadaran Merek Serta Dampaknya Pada*



*Keputusan Pembelian (Survei pada Mahasiswi Universitas Brawijaya Pengguna Produk TRESemmé)*”. The results of the research are in line with the results of the hypothesis in this study that brand awareness existing in the consumer will have a positive and significant impact on consumer purchasing decisions.

Brand awareness is one of supporting consumers to make a purchase, to reach that point a marketer is supposed to find an effective way in the marketing program so that consumer awareness is maintained and the greater brand awareness will lead to purchases made by consumers of the products.

#### **4.5.4. The Mediation Role of Brand Awareness in The Influence of Humor**

##### **Appeal Advertising to Purchase Decision**

The result of calculations in this research explains that the role of Brand Awareness gives a significant influence as a mediator between Humor Appeal Advertising variables to Purchase Decision. In addition, Shimp in Kurniawann (2011) revealed that the memory or consumer awareness is always increased when you see ads that is added by elements of humor in it. Next, Febriana C N, et al (2015) stated that a high awareness of a brand experienced by consumers will always have a positive and significant impact on purchase decisions.

Purchasing decision is a point that should be achieved by the Djarum 76, because basically high awareness by consumers will determine how consumers will damage the purchase or not. It is a shame when the ads are made to just reach the point of awareness but not to touch a consumer execution point that is the purchase decision.

#### 4.6. Implications

The results of this research provide some theoretical and practical implication to the influence of humor appeal advertising on purchase decision using brand awareness as a mediation variable. This result of this research provide some insight of the humor appeal usefulness in advertising to grabbing attention of costumer and helping them to remember company's product.

So with this result, Djarum 76 is recommended to keep consistent use of appeal humor in the advertisements they make later, because the humor of appeal succeeded in building a high brand awareness where the condition will encourage consumers to make purchases to the product Djarum 76 and will continue to catapult Djarum as one of the leading cigarette companies in Indonesia. Apart from the strong and effective promotion aspect, Djarum is also famous as a tobacco company that deposits the country's largest revenue, especially from excise duty. In 2017, Djarum deposited a cigarette of 27.5 trillion of the total cigarette excise tax of 149.9 trillion IDR and all of it becomes income from the tobacco sector.

However the public must also be aware of the dangerous tobacco to consumers or people around them. Cigarettes cause both direct and indirect losses. The direct impact is related to the number of people who are sick due to smoking and have to go out medical expenses. Most of the medical expenses are borne by the state through the Social Security Administering Agency (BPJS) insurance program. Meanwhile, indirect impacts such as related head of the family who died young because of cigarettes. As a result, the families left behind must also suffer

losses. The losses caused by cigarettes are huge. Research conducted by the Ministry of Health Research and Development Agency shows that Indonesia suffered a loss of 500 trillion IDR per year. So the taxes obtained from cigarettes are not worth the losses that the country and society face.



## CHAPTER V

### CONCLUSION AND SUGGESTION

#### 5.1. Conclusion

This research was conducted to find out the influence of humor appeal advertising on purchase decision and brand awareness as mediation party of Djarum cigarette advertisement "Djarum 76, Pngen Kurus" edition. The analysis used in this study is Partial Least Square which functions to understand the direct and indirect influence of each variable. The following is the outcome of the analysis.

1. The results showed that the humor appeal advertising has not significant effect on the purchase decision. The results of the study can be explained that cigarette advertising video Djarum 76, "Pngen kurus" edition have add the element of humor in it is still practically less effective. This condition is based when the ad is able to attract the attention of the audience but can not make the audience or consumers make purchasing decisions.
2. The results showed that the humor appeal advertising has significant influence on brand awareness. By looking at these results, it can be explained that advertisement that use the element of humor will be more easily remembered and attached to the audience.
3. The results showed that brand awareness has significant influence on purchase decision. The results can be explained that the greater the memory or point of consumer awareness of the cigarette advertising video

Djarum 76, "Pengen kurus" edition then the greater the likelihood of the audience or consumers will buy Djarum 76 products that becomes the object of this study.

4. The results showed that brand awareness has significant influence as the mediator party between humor appeal advertising and purchase decision. These results illustrate the greater awareness on the audience of the cigarette advertising video Djarum 76, "Pengen kurus" edition can be a mediator of humor elements in advertisements that have been watched by consumers culmination in the purchase decision of the cigarette products.

## **5.2. Suggestion**

### **5.2.1. Suggestions for Practitioners**

From the results obtained, the researcher provide some suggestions that may be used for companies or parties related. The suggestions are as follow.

1. The company is suggested to keep the brand awareness of Djarum 76 in Indonesian society that has been considered good and consistent in using humor content. The way to serve a variety of advertising in addition to effective and efficient product quality is also very decisive consumer confidence will Djarum 76 products.
2. The company should increase brand awareness in the minds of consumers because the awareness is a key to consumer purchasing decisions of Djarum products so they continued to grow. Advertising is still considered as a good way but it would be nice if the advertisement has made connected to the target consumers. Djarum 76 is a type of clove cigarettes that are usually consumed by conservative

smokers aged 40 years and over. In addition, the price of Djarum 76 is not too expensive, so the consumers of Djarum 76 are middle and lower economic class communities. So the concept of advertising used should be more interesting to people of certain segment. The second suggestion is based on the result of the third hypothesis that is the fastest significant influence between the roles of brand awareness on consumer purchasing decision. These conditions make consumers who have a high level of awareness of a brand when a need arises, then the brand that has most likely selected consumers to be consumed.

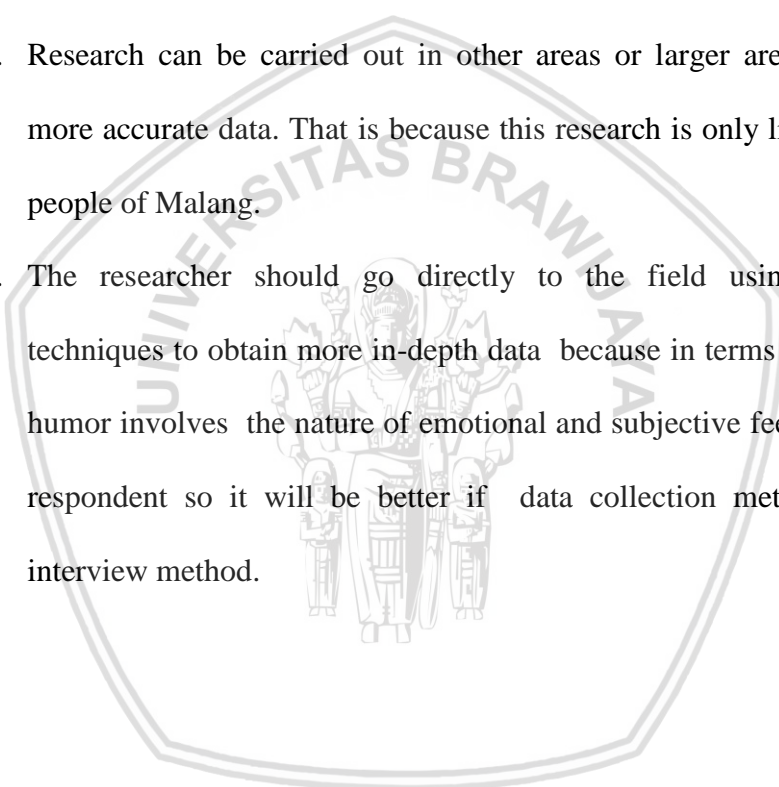
3. Develop other promotional mix to support Djarum 76 humor ad that have favored by consumers. This statement is based on the first hypothesis that the content of humor in advertising does not affect consumers to make purchases, but sees other hypotheses in which brand awareness can encourage consumers to buy products Djarum 76. So that other forms of promotion such as public relations, personal selling, sponsorship, up to CSR. This strategy is applicable in developing countries such as Indonesia. Especially considering the creative economic conditions that are greatly assisted by the sponsorship of large cigarette companies, Djarum 76 can combine the concept of personal selling in bazaar activities, concerts, until sporting activities that they support.



### 5.2.2. Suggestions for Academics

This study is expected to support a variety of similar studies for the future and also as a new additional reference for further research. Some suggestions can be given to the next researcher are as follow.

1. Research may target a wider range of respondents by age and work to get more accurate data. That is because in this study, the 129 respondents out of 150 respondents are students.
2. Research can be carried out in other areas or larger areas to obtain more accurate data. That is because this research is only limited to the people of Malang.
3. The researcher should go directly to the field using interview techniques to obtain more in-depth data because in terms of speaking, humor involves the nature of emotional and subjective feeling of each respondent so it will be better if data collection method used is interview method.



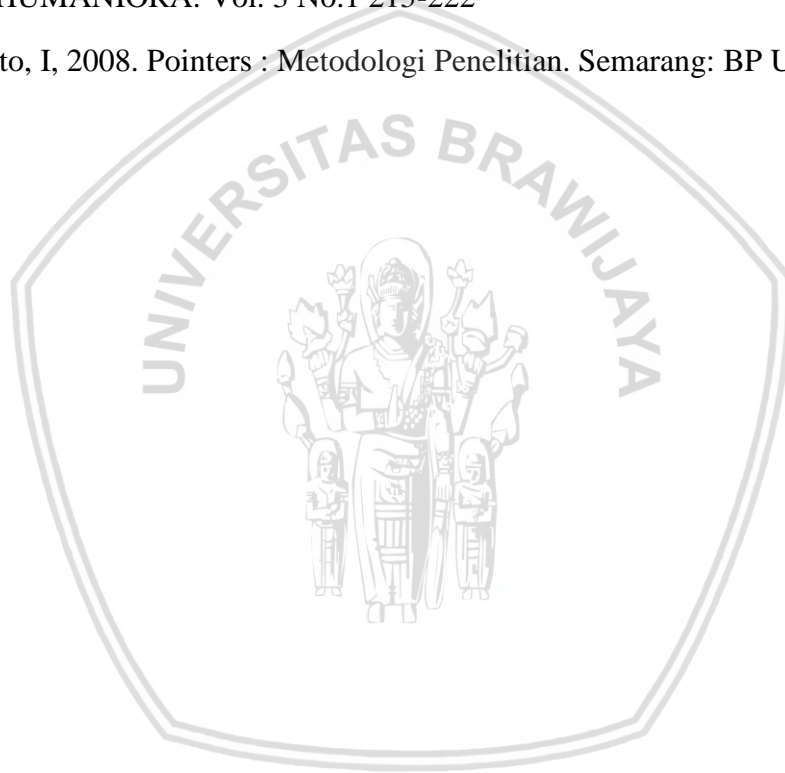
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## APPENDICES

### Appendix 1. Respondents Answer Frequency

HAA1

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1.00	5	3.3	3.3	3.3
	2.00	10	6.7	6.7	10.0
	3.00	26	17.3	17.3	27.3
	4.00	69	46.0	46.0	73.3
	5.00	40	26.7	26.7	100.0
	Total	150	100.0	100.0	

HAA2

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1.00	8	5.3	5.3	5.3
	2.00	12	8.0	8.0	13.3
	3.00	34	22.7	22.7	36.0
	4.00	61	40.7	40.7	76.7
	5.00	35	23.3	23.3	100.0
	Total	150	100.0	100.0	

HAA3

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1.00	8	5.3	5.3	5.3
	2.00	9	6.0	6.0	11.3
	3.00	44	29.3	29.3	40.7
	4.00	60	40.0	40.0	80.7
	5.00	29	19.3	19.3	100.0
	Total	150	100.0	100.0	

HAA4

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1.00	7	4.7	4.7	4.7
	2.00	14	9.3	9.3	14.0
	3.00	44	29.3	29.3	43.3
	4.00	56	37.3	37.3	80.7
	5.00	29	19.3	19.3	100.0
	Total	150	100.0	100.0	



**HAA5**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1.00	8	5.3	5.3	5.3
	2.00	10	6.7	6.7	12.0
	3.00	48	32.0	32.0	44.0
	4.00	59	39.3	39.3	83.3
	5.00	25	16.7	16.7	100.0
	Total	150	100.0	100.0	

**HAA6**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1.00	8	5.3	5.3	5.3
	2.00	11	7.3	7.3	12.7
	3.00	51	34.0	34.0	46.7
	4.00	58	38.7	38.7	85.3
	5.00	22	14.7	14.7	100.0
	Total	150	100.0	100.0	

**HAA7**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1.00	7	4.7	4.7	4.7
	2.00	10	6.7	6.7	11.3
	3.00	26	17.3	17.3	28.7
	4.00	72	48.0	48.0	76.7
	5.00	35	23.3	23.3	100.0
	Total	150	100.0	100.0	

**HAA8**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1.00	6	4.0	4.0	4.0
	2.00	8	5.3	5.3	9.3
	3.00	35	23.3	23.3	32.7
	4.00	72	48.0	48.0	80.7
	5.00	29	19.3	19.3	100.0
	Total	150	100.0	100.0	

**HAA9**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1.00	6	4.0	4.0	4.0
	2.00	8	5.3	5.3	9.3
	3.00	42	28.0	28.0	37.3
	4.00	65	43.3	43.3	80.7
	5.00	29	19.3	19.3	100.0
	Total	150	100.0	100.0	

**HAA10**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1.00	8	5.3	5.3	5.3
	2.00	13	8.7	8.7	14.0
	3.00	39	26.0	26.0	40.0
	4.00	58	38.7	38.7	78.7
	5.00	32	21.3	21.3	100.0
	Total	150	100.0	100.0	

**HAA11**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1.00	4	2.7	2.7	2.7
	2.00	8	5.3	5.3	8.0
	3.00	41	27.3	27.3	35.3
	4.00	69	46.0	46.0	81.3
	5.00	28	18.7	18.7	100.0
	Total	150	100.0	100.0	

**HAA12**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1.00	5	3.3	3.3	3.3
	2.00	10	6.7	6.7	10.0
	3.00	42	28.0	28.0	38.0
	4.00	63	42.0	42.0	80.0
	5.00	30	20.0	20.0	100.0
	Total	150	100.0	100.0	

**HAA13**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1.00	5	3.3	3.3	3.3
	2.00	12	8.0	8.0	11.3
	3.00	35	23.3	23.3	34.7
	4.00	69	46.0	46.0	80.7
	5.00	29	19.3	19.3	100.0
	Total	150	100.0	100.0	

**HAA14**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1.00	5	3.3	3.3	3.3
	2.00	8	5.3	5.3	8.7
	3.00	42	28.0	28.0	36.7
	4.00	73	48.7	48.7	85.3
	5.00	22	14.7	14.7	100.0
	Total	150	100.0	100.0	

**HAA15**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1.00	7	4.7	4.7	4.7
	2.00	7	4.7	4.7	9.3
	3.00	47	31.3	31.3	40.7
	4.00	67	44.7	44.7	85.3
	5.00	22	14.7	14.7	100.0
	Total	150	100.0	100.0	

**BAW1**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1.00	33	22.0	22.0	22.0
	2.00	29	19.3	19.3	41.3
	3.00	23	15.3	15.3	56.7
	4.00	44	29.3	29.3	86.0
	5.00	21	14.0	14.0	100.0
	Total	150	100.0	100.0	

**BAW2**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1.00	8	5.3	5.3	5.3
	2.00	22	14.7	14.7	20.0
	3.00	28	18.7	18.7	38.7
	4.00	58	38.7	38.7	77.3
	5.00	34	22.7	22.7	100.0
	Total	150	100.0	100.0	

**BAW3**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1.00	11	7.3	7.3	7.3
	2.00	28	18.7	18.7	26.0
	3.00	25	16.7	16.7	42.7
	4.00	57	38.0	38.0	80.7
	5.00	29	19.3	19.3	100.0
	Total	150	100.0	100.0	

**BAW4**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1.00	38	25.3	25.3	25.3
	2.00	22	14.7	14.7	40.0
	3.00	22	14.7	14.7	54.7
	4.00	48	32.0	32.0	86.7
	5.00	20	13.3	13.3	100.0
	Total	150	100.0	100.0	

**PD1**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1.00	27	18.0	18.0	18.0
	2.00	36	24.0	24.0	42.0
	3.00	26	17.3	17.3	59.3
	4.00	47	31.3	31.3	90.7
	5.00	14	9.3	9.3	100.0
	Total	150	100.0	100.0	

**PD2**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1.00	33	22.0	22.0	22.0
	2.00	36	24.0	24.0	46.0
	3.00	25	16.7	16.7	62.7
	4.00	39	26.0	26.0	88.7
	5.00	17	11.3	11.3	100.0
	Total	150	100.0	100.0	

**PD3**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1.00	34	22.7	22.7	22.7
	2.00	34	22.7	22.7	45.3
	3.00	24	16.0	16.0	61.3
	4.00	45	30.0	30.0	91.3
	5.00	13	8.7	8.7	100.0
	Total	150	100.0	100.0	

**PD4**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1.00	45	30.0	30.0	30.0
	2.00	31	20.7	20.7	50.7
	3.00	26	17.3	17.3	68.0
	4.00	33	22.0	22.0	90.0
	5.00	15	10.0	10.0	100.0
	Total	150	100.0	100.0	

## Appendix 2. PLS Result

### 1. Outer Model

	BAW	HAA	PD
BAW1	<b>0.831</b>	0.248	0.742
BAW2	<b>0.820</b>	0.366	0.478
BAW3	<b>0.891</b>	0.403	0.600
BAW4	<b>0.859</b>	0.319	0.649
HAA1	0.294	<b>0.832</b>	0.248
HAA10	0.322	<b>0.829</b>	0.189
HAA11	0.351	<b>0.827</b>	0.313
HAA12	0.295	<b>0.825</b>	0.284
HAA13	0.305	<b>0.789</b>	0.219
HAA14	0.262	<b>0.835</b>	0.195
HAA15	0.322	<b>0.820</b>	0.248
HAA2	0.394	<b>0.835</b>	0.310
HAA3	0.246	<b>0.796</b>	0.229
HAA4	0.349	<b>0.781</b>	0.293
HAA5	0.324	<b>0.799</b>	0.285
HAA6	0.308	<b>0.830</b>	0.280
HAA7	0.312	<b>0.852</b>	0.190
HAA8	0.361	<b>0.897</b>	0.260
HAA9	0.323	<b>0.857</b>	0.281
PD1	0.749	0.348	<b>0.961</b>
PD2	0.704	0.303	<b>0.964</b>
PD3	0.701	0.293	<b>0.966</b>
PD4	0.662	0.251	<b>0.944</b>

	AVE	Composite Reliability	R Square	Cronbachs Alpha	Communality	Redundancy
HAA	0.6842	0.9701	0	0.967	0.6842	0
BAW	0.7233	0.9126	0.1512	0.8727	0.7233	0.1121
PD	0.9196	0.9786	0.5414	0.9709	0.9196	0.4954



## 2. Inner Model

	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	Standard Error (STERR)	T Statistics ( O/STERR )	p-Value
HAA1 <- HAA	0.8315	0.8241	0.0346	0.0346	24.01	0.000
HAA2 <- HAA	0.8352	0.8375	0.0298	0.0298	28.0713	0.000
HAA3 <- HAA	0.7958	0.7886	0.0579	0.0579	13.7566	0.000
HAA4 <- HAA	0.7806	0.7757	0.0413	0.0413	18.8979	0.000
HAA5 <- HAA	0.7992	0.7982	0.0342	0.0342	23.344	0.000
HAA6 <- HAA	0.8297	0.8244	0.0355	0.0355	23.3547	0.000
HAA7 <- HAA	0.8516	0.8461	0.0337	0.0337	25.2349	0.000
HAA8 <- HAA	0.8965	0.898	0.0208	0.0208	43.1079	0.000
HAA9 <- HAA	0.8565	0.8528	0.033	0.033	25.9455	0.000
HAA10 <- HAA	0.8287	0.8289	0.0301	0.0301	27.5587	0.000
HAA11 <- HAA	0.8265	0.8288	0.0325	0.0325	25.4184	0.000
HAA12 <- HAA	0.825	0.8206	0.0342	0.0342	24.1055	0.000
HAA13 <- HAA	0.7887	0.7869	0.048	0.048	16.4402	0.000
HAA14 <- HAA	0.8346	0.8261	0.0396	0.0396	21.0849	0.000
HAA15 <- HAA	0.8204	0.8142	0.0379	0.0379	21.6735	0.000
BAW1 <- BAW	0.8308	0.8319	0.0283	0.0283	29.398	0.000
BAW2 <- BAW	0.8202	0.8155	0.0418	0.0418	19.6236	0.000
BAW3 <- BAW	0.8906	0.8887	0.0248	0.0248	35.9587	0.000
BAW4 <- BAW	0.8587	0.8595	0.0234	0.0234	36.6774	0.000
PD1 <- PD	0.9614	0.9606	0.0114	0.0114	84.1193	0.000
PD2 <- PD	0.9639	0.9619	0.0119	0.0119	81.2683	0.000
PD3 <- PD	0.9661	0.9653	0.0098	0.0098	99.0469	0.000
PD4 <- PD	0.9443	0.9436	0.0142	0.0142	66.5337	0.000

	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	Standard Error (STERR)	T Statistics ( O/STERR )	p-Value
HAA -> BAW	0.3888	0.4	0.0739	0.0739	5.2587	0.000
HAA -> PD	0.0322	0.0389	0.0819	0.0819	0.3933	0.695
BAW -> PD	0.7227	0.7162	0.0586	0.0586	12.3284	0.000

Variabel	Direct Coefficient		standard error		Indirect Coefficient	se Gab	t-statistik	p-Value
X, Z, Y	0.3888	0.7227	0.0739	0.0586	0.281	0.0582	4.826	0.000

### Appendix 3. Research Questionnaire

#### KUISIONER PENELITIAN

Responden yang terhormat :

Perkenalkan saya Alfian Nurdiansyah, mahasiswa Universitas Brawijaya, Fakultas Ekonomi dan Bisnis, Jurusan Manajemen dan mengambil konsentrasi Pemasaran. Saya sedang mengadakan penelitian tentang **“Pengaruh Humor Appeal Advertising Terhadap Purchase Decision dengan Brand Awareness sebagai Variabel Mediasi, Studi dalam video iklan Rokok Djarum 76 edisi “Pengen Kurus”**”. Kali ini, saya selaku peneliti meminta kesediaan Bapak/Ibu/Saudara/I untuk membantu penelitian ini dengan mengisi kuisisioner. Berikut kuisisioner yang saya ajukan, mohon kepada Bapak/Ibu/Saudara/i untuk memberikan jawaban yang sejujur-jujurnya dan sesuai dengan keadaan yang sebenarnya. Adapun jawaban yang Bapak/Ibu/Saudara/i berikan tidak akan berpengaruh pada diri Bapak/Ibu/Saudara/i. Karena penelitian ini dilakukan semata-mata untuk pengembangan ilmu pengetahuan. Atas kesediaannya saya ucapkan terimakasih.

Hormat Saya,

Alfian Nurdiansyah

**Identitas Responden**

Mohon mengisi semua pertanyaan dibawah ini dengan memberi tanda centang (✓) pada jawaban yang paling sesuai.

## 1. Jenis Kelamin :

☐ Pria☐ Wanita

## 2. Usia :

☐ < 20 tahun☐ 35 – 50 tahun☐ 20 – 35 tahun☐ > 50 tahun

## 3. Pendidikan Terakhir:

☐ SD-SMP / Sederajat☐ Diploma/S1☐ SMA / Sederajat☐ S2/S3

## 4. Pekerjaan :

☐ Pelajar / Mahasiswa☐ Wiraswasta☐ PNS☐ Tidak Bekerja☐ Pegawai Swasta☐ Lainnya (.....)

## 5. Pendapatan Perbulan :

☐ <Rp. 1.000.000☐ Rp. 1.000.000 <Rp. 4.000.000☐ Rp. 4.000.000 – Rp. 8.000.000☐ >Rp. 8.000.000

## 6. Apakah berdomisili di Kota Malang?

☐ Iya☐ Tidak

## 7. Apakah anda pernah melihat iklan rokok Djarum 76 edisi “PengenKurus”?

☐ Pernah☐ Tidak Perna

**Daftar Pertanyaan**

Berilah tanda centang (✓) pada kolom yang tersedia, untuk jawaban yang sesuai dengan pendapat saudara.

Keterangan:

- SS = Sangat Setuju  
 S = Setuju  
 N = Netral  
 TS = Tidak Setuju  
 STS = Sangat Tidak Setuju

**A. Pertanyaan untuk Variabel Humor Appeal Advertising (HAA)****HAA1. Jokes**

No	Pertanyaan	SS	S	N	TS	STS
1	Menampilkan lelucon yang lucu					
2	Lelucon yang ditampilkan di iklan mampu menarik perhatian					
3	Lelucon di iklan disukai oleh penonton.					

**HAA2. Dress & Physical attractiveness**

No	Pertanyaan	SS	S	N	TS	STS
4.	Menampilkan model dengan pakaian dan paras yang mengandung unsur humor					
5.	Model dengan pakaian dan paras yang mengandung unsur humor mampu menarik perhatian penonton					
6.	Model dengan pakaian dan paras yang mengandung unsur humor disukai penonton					

## HAA3. Humour Behaviour

No	Pertanyaan	SS	S	N	TS	STS
7	Perilaku yang ditampilkan model mempunyai unsur humor					
8	Perilaku model dalam iklan Djarum 76, edisi “Pengen Kurus” mampu menarik perhatian					
9	Perilaku yang ditampilkan model disukai penonton					

## HAA4. Humour Reference

No	Pertanyaan	SS	S	N	TS	STS
10	Menampilkan setting suasana yang memberikan kesan humor seperti penggunaan lagu/jingle/lokasi dalam iklan					
11	Setting suasana yang memberikan kesan humor seperti penggunaan lagu/jingle/lokasi mampu menarik perhatian penonton					
12	Setting suasana yang memberikan kesan humor seperti penggunaan lagu/jingle/lokasi disukai oleh penonton					

## HAA5. Humour Embeds

No	Pertanyaan	SS	S	N	TS	STS
13	Menampilkan adegan yang bias diinterpretasikan alam bawah sadar manusia sebagai unsur humor					
14	Penampilan adegan yang bias diinterpretasikan alam bawah sadar manusia sebagai unsur humor mampu menarik penonton					
15	Penampilan adegan yang bias diinterpretasikan alam bawah sadar manusia sebagai unsur humor disukai oleh penonton					

**B. Pertanyaan untuk Variabel Brand Awareness (BAW)****BAW1. Top of Mind**

No	Pertanyaan	SS	S	N	TS	STS
1	Jika menyebutkan produk rokok, merek yang pertama kali muncul adalah "Djarum 76"					

**BAW2. Brand Recall**

No	Pertanyaan	SS	S	N	TS	STS
2	Merek "Djarum 76" masuk sebagai kategori merek yang dikenal setelah melihat iklan tersebut					

**BAW3. Brand Recognition**

No	Pertanyaan	SS	S	N	TS	STS
3	Merek "Djarum 76" merupakan merek yang dikenal setelah melihat iklant ersebut					

**BAW4. Unaware of Brand**

No	Pertanyaan	SS	S	N	TS	STS
4	Konsumen tidak mengenal merek Djarum 76 sebelum menonton video iklan "Djarum 76, edisi Pengan Kurus"					

**C. Pertanyaan untuk Variabel Purchase Decision****PD1. Mecoba membeli produk**

No	Pertanyaan	SS	S	N	TS	STS
1	Setelah melihat iklan "Djarum 76, edisi Pengan Kurus", konsumen ingin membeli produk tersebut					



PD2. Mecoba membeli produk

No	Pertanyaan	SS	S	N	TS	STS
2	Setelah melihat iklan Djarum 76, edisi "Pengen Kurus", konsumen memutuskan untuk membeli produk tersebut					

PD3. Mecoba membeli produk

No	Pertanyaan	SS	S	N	TS	STS
3	Setelah melihat iklan Djarum 76, edisi "Pengen Kurus", konsumen melakukan pembelian kapanpun konsumen ingin kan					

PD4. Mecoba membeli produk

No	Pertanyaan	SS	S	N	TS	STS
4	Setelah iklan Djarum 76, edisi "Pengen Kurus", konsumen melakukan pembelian produk dalam jumlah tertentu					